MAY 30, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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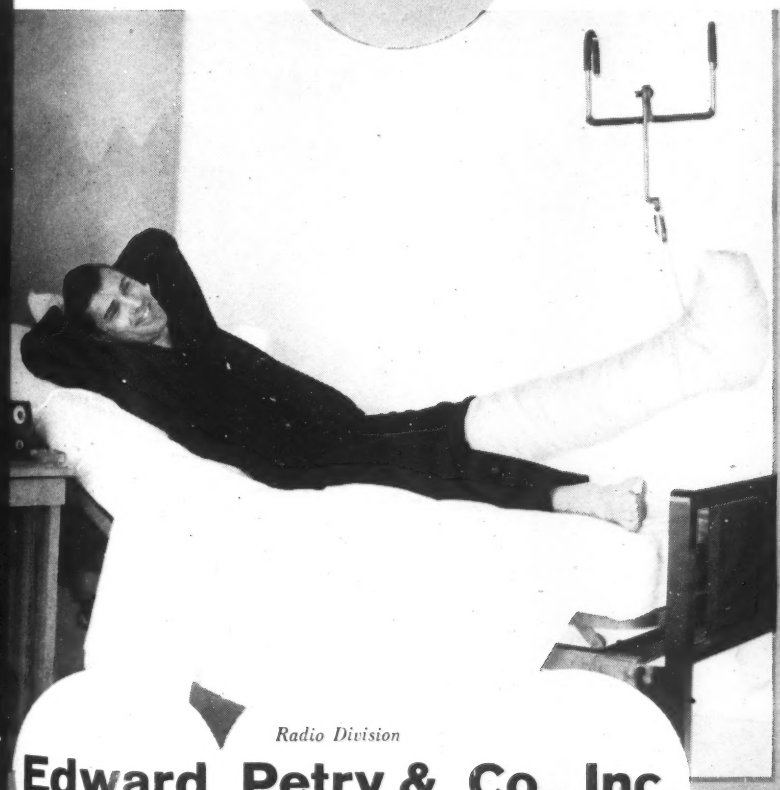
This is the spot for a commercial



He may be out of commission . . . but Radio keeps him in touch with the world. Be sure you're part of *his* world by buying Spot Radio. For real flexibility, spot your radio dollars on these great stations.

KOB	Albuquerque	KFAB	Omaha
WSB	Atlanta	WIP	Philadelphia
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WJAR	Providence
WFAA	Dallas—Ft. Worth	WRNL	Richmond
WKMH	Detroit	KCRA	Sacramento
KPRC	Houston	WOAI	San Antonio
KARK	Little Rock	KFMB	San Diego
WINZ	Miami	KOBY	San Francisco
WISN	Milwaukee	KMA	Shenandoah
KSTP	Minneapolis—St. Paul	KREM	Spokane
WTAR	Norfolk	WGTO	Tampa—Orlando
		KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

POWER

The prodigious power of radio to reach people—all people, all the time, everywhere—is now a foregone conclusion. Thirteen years of leadership by Bartell Broadcasting Corporation has demonstrated radio's power in advertising and public service. The years ahead offer an even greater challenge.

BARTELL BROADCASTING CORPORATION

444 MADISON AVENUE, NEW YORK 22, NEW YORK

WADO New York
WOKY Milwaukee
WAKE Atlanta
WYDE Birmingham
KYA San Francisco
KCBQ San Diego
TeleHaiti
TeleCuracao
TelAruba

vital!

A VITAL ingredient in the socio-economic chemistry of the Houston area is the very pride that its people have in their day to day living. It can be seen in their every action, in their homes, in the driving economic force that makes the area prosper. They automatically expect to go first class, and they turn to KTRK-TV more often than any other station for the VITAL services that television brings.

KTRK-TV

THE CHRONICLE STATION

P. O. BOX 12, HOUSTON 1, TEXAS • ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT

week end . . . week out . . .

KRLD-TV is no. 1 in audience!*

KRLD-TV, *first* in audience in the Number One Market of the Southwest . . . Channel 4 in the Dallas-Fort Worth Market is your "Number 1 Buy".

KRLD-TV covers a potential market of 676,500 TV homes with a net weekly circulation of 610,900.

Give your advertising message more mileage, at less cost per thousand! Make KRLD-TV *NUMBER ONE* on your "Best Buy" list.

*ARB — March 1960
Neilson — April 1960

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Payola questions ■ Key stations—both radio and tv—of all three networks are among those in New York state under scrutiny for renewal of licenses because of various aspects of purported payola. Network keys are involved, not for accepting payola, but for their affiliation with phonograph record companies which allegedly paid it out. Among others whose renewals are being studied on disc jockey counts are WNTA-TV Newark, WMGM and WINS New York. WNBF-TV Binghamton, Triangle-owned outlet, is also under scrutiny because of relationship with Dick Clark, ABC disc jockey, whose programs originate at Triangle-owned WFIL-TV Philadelphia.

New York study list, totaling in excess of 50, is first big batch to arise since FCC inaugurated new policy. Consideration of renewals is staggered state-by-state and month-to-month to ease FCC workload. Fact that staff has singled out these stations doesn't necessarily mean they'll be cited. FCC has option of doing nothing, asking for explanations, or citing them for hearing to consider whether three-year renewals should be issued.

List on the loose ■ Although no date has been set, KOIN-TV Portland, Ore., will shift national representation from CBS Television Spot Sales to Harrington, Righter & Parsons as outgrowth of FCC's action ordering networks to divest themselves of representation of affiliated tv stations by Dec. 31, 1962. Previously, KHOU-TV Houston had announced shift to H-R Television.

What other CBS affiliates repped by its spot sales organization will do hasn't yet been determined but has been under active consideration for several months. Number of rep firms have made full-dress presentations to these major market outlets. Conversations have been in progress with Henry I. Christal Co., now exclusively representing large coverage radio stations which has been counselled to set up tv adjunct. Negotiations also have been actively pursued with The Branham Co., old established organization which represents newspapers as well as broadcast stations.

Instant nationals ■ American Research Bureau plans to be in business before fall season with overnight national ratings service based on what it describes as true probability sample of entire U.S. ARB has set up 100 sample areas. In 24 of them measurements will be made by automatic Arbitron meters, in other 76 by coincidental telephone calls to pre-selected homes in sample matching that set up for Arbitron installations. Shakedown of system is planned for week of June 1-7. After study of those results, ARB hopes to begin regular operation in July. At outset total of 700-800 homes per half-hour period will be used. Objective: delivery next morning of complete national ratings and homes reached in all network periods.

New names ■ Don't look for President to send new name to Senate in near future as replacement on FCC for Edward K. Mills-John C. Doerfer vacancy. In fact, Washington source reports man probably will not even be picked until after Congress has adjourned. Reason given: White House is having FBI checks run on several men who have not been considered for federal appointment in past. If new commissioner is not picked until after Congress goes home, he could move right into job immediately through recess appointment.

Lee on limb ■ Despite political by-play in Senate, insiders still regard confirmation of Commissioner Robert E. Lee for new seven year term as likely before Congressional recess in early July. Commissioner Lee is in uncomfortable position of sweating out disposition of other controversial appointments. There's no expressed opposition to his confirmation, but even ardent supporters admit he could be victim of election year maneuvering.

Dealing themselves out ■ Station representatives in forefront of fight against off-rate-card deals and local (lower) rates for national advertisers (see page 21) are concerned about more than their own commissions. They reason that radio spot campaign is as expensive for agencies to place as tv campaign and that, accordingly, if stations succumb to direct, non-agency pitches for deals lower than agencies are able to make, agencies may figure that placing spot radio business is more trouble than it's worth and recommend other media.

Cut to fit ■ There's private seething among some tv film producers about stations trimming half-hour films to accommodate commercials and promotion announcements. Alliance of Television Film Producers is understood to have protested to NAB Tv Code Board that films of about 26 minutes are sometimes cut by stations to 20 or 21 minutes. One favorite slicing spot is "crawl" or credits, which conform to union requirements under Hollywood tradition. NAB's Tv Code allows not more than five one-minute commercials in 30-minute participating program.

Promise-performance ■ Since unpleasantness in Congress in purported overcommercialization, FCC Renewal Division has been giving closer scrutiny to commercial balance on stations' renewal applications but has not yet revised criteria, contrary to word which spread last week. Same criteria have been used for past five years. Where division used to give considerable latitude to licensees, it now automatically hold up renewals if reasonable explanations are not available for any marked increase in commercial volume.

Here's how FCC is measuring "promise vs. performance" in considering radio station renewals: If daytime station uses more than 1200 spots per typical broadcast week, or fulltime station uses more than 1800, division automatically subjects license to critical review. Another criterion is minimum of 5% of live programming. When these limits are exceeded, renewal personnel automatically review immediately preceding renewal (customarily three years earlier) to ascertain whether commitments had been met to reasonable degree.

Etv revival in House ■ Sen. Warren Magnuson (D-Wash.) has not given up on his pet project—federal aid for educational tv—despite refusal of House Rules Committee to report bill out (BROADCASTING, May 9). He is pulling all stops to get at least one member of Rules Committee to change vote (original vote on sending bill to floor was tied, with Rules Chairman Howard Smith [D-Va.] breaking tie). If this fails, he is determined to go ahead with plan to introduce bill putting 1% excise tax on commercial tv revenues, with monies raised to go to etv (BROADCASTING, May 2).

Slip in protocol ■ Wholly aside from censorship aspects of FCC's proposed new Complaints and Compliance Division, 25-men strong, there's another reason for Congress to reject project. House is jealous of its prerogative in originating all revenue bills. FCC hadn't proposed $300,000 budget in its House appearance but did so in Senate. Constitution (Section 7) provides for House origination of revenue bills.

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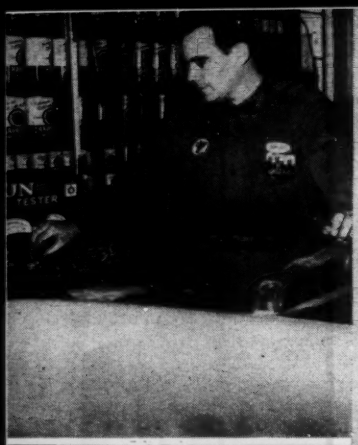

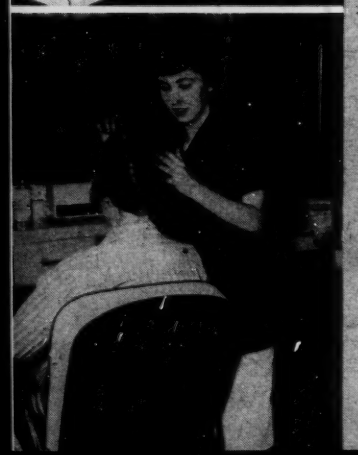

FIRST IN
"ON THE JOB"
LISTENING!

IN PHILADELPHIA

WIBG

HAS

27.9%

SHARE OF AUDIENCE

IN BUSINESS

ESTABLISHMENTS

For the third consecutive year, WIBG is the number one choice for listening among Philadelphia business establishments . . . 111% greater adult audience appeal than the second station, according to C. E. Hooper, Philadelphia Business Establishment Survey, March, 1960. Another reason WIBG is first in quality and quantity audience.

A STORER QUALITY
RADIO STATION

represented by
The KATZ AGENCY, INC.

WIBG

A STORER STATION
RADIO 99
99 ON YOUR DIAL

WEEK IN BRIEF

MR. MATHEWS

Television's $10 million 'pilot derby' ■ Despite all the cries of big annual losses in television pilots which "fail," the situation isn't quite as bleak as it would seem. But some factors are of concern to advertisers and agencies. Some of the pilots actually are subsidized by sponsors, whether they know it or not, and the costs of others are written off in tax maneuvers, which tend to deflate the television ad dollar. A background look at this annual phenomenon is given in this week's MONDAY MEMO by David Mathews, vice president and director of network programming (West Coast), Fuller & Smith & Ross, Hollywood. Page **18.**

Parley on rates ■ Ayer agency calls meeting of leading radio and television station representatives, says it'll deal with rates but declines to go into specifics. Reps hope it'll help to resolve current controversies. Page **21.**

Job market grows in agency field ■ And the competition for these positions grows too, but there's hope for those applicants who are really talented. Page **22.**

Bailing out of antitrust ■ CBS-TV sets dual affiliation in Tacoma-Seattle market in settlement of $15 million antitrust suit. KTNT-TV gets affiliation back in exchange for dismissal of its suit against the network. KIRO-TV also stays on as network outlet. Page **34.**

Sec. 317 solution ■ Broadcasters redraft Harris bill so its payola provisions satisfy all. Page **46.**

Agency 'Hoover' shakeup ■ Senate Commerce Committee wants to know what ails the federal regulatory agencies and plans to take a long look next year. Page **51.**

Westinghouse vs. Internal Revenue ■ U.S. Tax Court hears testimony in case significant to broadcasters, hinging on their claim for depreciation allowances for costs of network affiliation and advertising contracts. Court directs Westinghouse and IRS to file briefs in 90 days. Page **52.**

Sidestep censorship? ■ Senators concerned about censorship in hearing FCC request for financing the new investigation unit. But they want some programs taken off the air. Page **54.**

Waiting game ■ Senate committee Democrats hold up Lee renomination to FCC and Kintner to FTC in actions flavored with politics. Page **58.**

No more vhf space for tv ■ Hopes of getting more space from the military all but vanish. Admiral Burke, the Navy's boss, says it would imperil national defense to force the military to switch channels. FCC awaits final word that it's stuck with present vhf-uhf system. Page **60.**

Progress in news ■ NAB survey of member radio stations shows they're doing a better job in covering the news, aided by stronger staffs and improved facilities. Page **62.**

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BUY ONE GET THREE IN MICHIGAN

26th TV market nationally*— Lansing, Jackson, Battle Creek

WILX-TV LANSING

11th in population**— Lansing, Jackson, Battle Creek

WILX-TV JACKSON

46.2% outstate Michigan population**— Lansing, Jackson, Battle Creek

WILX-TV BATTLE CREEK

SERVING MICHIGAN'S GOLDEN TRIANGLE

*Television Age 100 Top Markets 11 30 59

**SRDS-Consumer Market Data 1 1 59

WILX-TV CHANNEL 10

LANSING JACKSON BATTLE CREEK

Associated with WILS-Lansing WPON-Pontiac

CONTACT VENARD, RINTOUL & McCONNELL

MEREDITH WOW, INC.

is pleased

to announce

the Appointments

of

WILLIAM O. WISEMAN

as Station Manager of

RADIO WOW – Omaha

and of

C. ALFRED LARSON

as Station Manager of

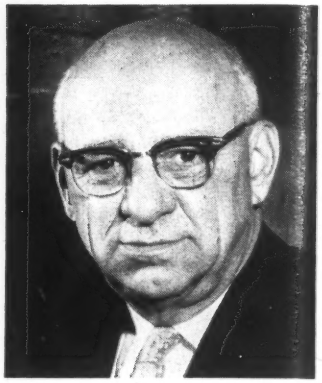
WOW-TV – Omaha

•

Frank P. Fogarty

Executive Vice President
Meredith Broadcasting Company

Vice President & General Manager
Meredith WOW, Inc.



W. O. "BILL" WISEMAN is a broadcasting rarity in that his personal initials duplicate those of his station—"W.O.W." Bill is a 23-year veteran of RADIO WOW, coming to the station in 1937. He has served as Promotion Manager and since 1951 as Sales Manager. He will continue as RADIO WOW Sales Manager. Bill has become widely known in broadcast advertising circles the country over through his RADIO WOW presentations to agencies and clients.

C. ALFRED "AL" LARSON joined RADIO WOW as a bookkeeper in 1938. He successively served RADIO WOW as Office Manager and salesman and WOW-TV as Local Sales Manager. In 1953 he was appointed Commercial Manager of Station KPHO-TV, Phoenix, where he remained for three years. Al then moved to Des Moines and a four-year stint as Assistant Director of Meredith Radio and TV Stations.

MEREDITH STATIONS	**WOW Radio** **WOW-TV** Omaha	**KCMO Radio** **KCMO-TV** Kansas City, Mo.	**WHEN Radio** **WHEN-TV** Syracuse, N. Y.	**KPHO Radio** **KPHO-TV** Phoenix, Ariz.	**KRMG Radio** Tulsa, Okla.

Meredith Stations are affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 21

SEC. 315 SUSPENSION TEST?

Senate plan to be considered this week

Plan to suspend Sec. 315 of Communications Act this campaign year so as to allow television networks to present major party presidential and vice presidential candidates without being subjected to equal time demands from minority party candidates will be considered tomorrow (Tuesday) at 2 p.m. by Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.) It will be considered by parent Senate Commerce Committee at special executive meeting at 10 a.m. Wednesday.

Proposal understood to give tv networks absolute power to determine format, whether it be face-to-face meeting of opponents, debates, or single appearances of candidates. FCC would be asked to report early next year (March) on how well and how fairly networks handled tv campaigning and Congress would then consider making Sec. 315 suspension permanent.

Senators will offer simple joint resolution implementing 1960 plan, requiring approval of both Senate and House and President's signature. Nicholas Zapple, professional communications counsel for committee staff, discussed plan with networks in New York last Thursday.

Broadcasters and senators alike feel resolution will get quick congressional approval and that it will give tv networks chance to demonstrate success of voluntary plans offered during testimony on S 3171, which would require them by law to give free time to major presidential candidates.

'Times' slogan is okay as 'personal opinion'

Newspaper slogans are expressions of personal opinions and tastes and therefore cannot be tagged as false and misleading advertising. This was Federal Trade Commission's response to request of Rep. Wright Patman (D-Tex.) that FTC investigate *New York Times*' slogan "All The News That's Fit to Print" (BROADCASTING, May 16).

Answer, inserted by Rep. Patman in May 26 *Congressional Record,* was in letter from FTC Chairman Earl W. Kintner. Mr. Kintner called attention to fact that slogan was adopted by *Times* in 1896, that similar slogans are used by other newspapers ("World's Foremost Business Newspaper," *Journal of Commerce;* "The Magazine of News Significance," *Newsweek*), and that courts have refused to affirm FTC orders involving words or phrases that do not misrepresent material facts having capacity to deceive public.

"We do not believe there are any apparent objective standards by which to measure whether 'news' is or is not 'fit to print'. Lacking such standards, we believe that such a slogan is not a misrepresentation of a material fact capable of deceiving the public," Mr. Kintner wrote.

In sarcastic comment, Texas Democrat, who is also chairman of House Small Business Committee, noted that he received reply within nine days of his letter ("shortest FTC investigation in history"), cited Mr. Kintner's many trips and speeches, referred to 16 years it took FTC to win Carter's Little Liver Pill case, and to Mr. Kintner's appearance on CBS' *Person to Person* program May 22, sponsored by Carter. FTC is opposed to "fair trade" legislation, sought by small business.

Producers withdraw tv writers offers

Alliance of Television Film Producers and Assn. of Motion Picture Producers have notified Writers Guild of America that all offers that have been made regarding employment of writers for television films have been withdrawn. Notice was given in individual telegrams sent Thursday night (May 26) by ATFP and AMPP. Ziv-United Artists in additional wire confirmed its membership in ATFP and added that Ziv-UA is not now considering any WGA proposal.

WGA retorted Friday that producer's action was "obviously a propaganda move . . . designed to unsettle the membership . . ."

Break on television film front does not affect special negotiations between AMPP and WGA regarding writing for theatrical motion pictures. WGA struck producers of both theatrical and television films last January 16.

Meanwhile, ATFP and AMPP have agreed with Screen Actors Guild to extend basic television agreement for another month, until June 30. Original expiration date of March 31 had earlier been extended through tomorrow (May 31). Any agreement reached between Screen Actors Guild and producers' associations will be retroactive through June 1. Extension is subject to approval by Screen Actors Guild's negotiation committee and board.

Simoniz drops Y & R, shops for new agency

Simoniz Co. (household, automotive cleaning products), Chicago, has pulled estimated $5 million in billings (about half in broadcast media.) out of Young & Rubicam effective Sept. 1 and is expected to announce new agency in "very near future." Field narrowed down to about half dozen agencies with Clinton E. Frank and Tatham-Laird among principal possibilities.

Announcement was made jointly Friday by Paul Greenfield, Simoniz marketing director, and Karl Vollmer, manager of Y & R's Chicago office. Agency handled consumer advertising since 1957, stepping up broadcast budget earlier this year. Simoniz was identified with NBC-TV's *Jack Paar Show* and *Laramie* and ABC-TV's *Sugarfoot,* plus quarter-hours on CBS and ABC daytime strips. Change was attributed by Mr. Greenfield to desire to "engage new and different type of agency."

Tv gets credit

Major Chicago automobile dealer and pioneer tv client has attributed 80% of his nearly $40 million volume in new and used cars for fiscal year ending Feb. 29 to sponsorship of feature films. Courtesy Motor Sales Friday reported total sales of 22,124 cars and dollar volume of $38,892,-459.18 for period. Jim Moran, president of Ford dealership, also scored complaints about high advertising costs, urging advertisers to make better use of paid media. He began to use feature films exclusively there in 1949 and claims to be first dealer to offer used cars on tv and to appear personally to deliver advertising messages. In past decade *Courtesy Theatre* has been multi-evening presentation on local Chicago stations.

AT DEADLINE CONTINUED

Buchen Co., Chicago, will continue to handle electric polisher floor wax, Plumite drain cleaner and commercial wax and cleaner line and adds new marine wax and cleaner lines, with estimated billings of $250,000.

Capital Cities again Albany ch. 10 favorite

FCC announced Friday tentative vote to grant Albany ch. 10 permanently to multiple broadcaster Capital Cities Television Corp. Vote came May 26, immediately following oral argument on case same day. Capital Cities has been operating WTEN (TV) on ch. 10 under temporary authority since 1957 pending outcome of comparative hearing with competing applicant Veterans Broadcasting Co. (WVET-AM-TV Rochester, N.Y.). Capital Cities received original grant in 1953 for uhf. In August 1959 hearing examiner issued initial decision favoring Capital Cities, which also owns satellite WCDC (TV) Adams, Mass., WTVD (TV) Durham, N.C., and WPRO-AM-TV Providence, R.I.

At oral argument, Veterans' attorney raised public interest question regarding congressional holdings in Capital Cities. Five New York congressmen are minor shareholders.

Reservation refused

Although no petitions were filed in opposition, FCC Friday (May 27) refused to put educational reservation on Waycross, Ga., ch. 8. Georgia State Board of Education (WEGS-TV) has construction permit to build station on commercial channel and had requested that it be reserved for educational purposes. Commission said that permittee had not indicated firm plans to begin construction of station and therefore public interest would not be served by shifting assignment from commercial to noncommercial reservation at this time. Request could be considered again at time WEGS-TV has been built, FCC said.

Comes naturally

Barton A. Cummings stood up for advertising vocation last night (May 29) on *Open End* program over WNTA-TV New York. Speaker's accreditation: president of Compton Adv., N. Y., lifelong adman, son of adman, husband of adwoman and father of three children, of whom eldest teenager already has chosen advertising career. Mr. Cummings appeared in *McCall's* magazine portion of show in which commercial time is dedicated to explaining advertising's role in national economy (BROADCASTING, May 23).

Retail clerks union signs tv spot drive

Spot campaign on NBC-TV *Today*, sponsored by Retail Clerks International Assn., opens May 31 on 66-station hookup. Contract involved major policy decision by network and was described as first network purchase of participation tv spots by labor organization. Contract price is around $500,000, running maximum of 52 weeks.

Leonard Shane, head of Hollywood agency bearing his name, said live commercials will be voiced by Art James for first two months. Union then will shift to animated film, to be produced by Harris-Tuchman Productions, Hollywood.

Commercials will emphasize union's long history, achievements and aspirations along with participation of members in community services. RCIA emblem will be featured as lucky star in life of members and in future of all unorganized retail employes. Campaign is not designed for union organizing purposes, RCIA said.

RCIA has sponsored half-hour tv interview series in Los Angeles for more than a decade through Shane agency. United Steelworkers of America has been on tv more than year, telecasting union meetings. AFL prior to merger with CIO sponsored interviews with members of Congress for 13-week period. AFL-CIO sponsors Edward P. Morgan and John W. Vandercook (Quincy Howe as substitute) on ABC Radio newscasts. Steelworkers union sponsors weekly tape program on group of stations. AFL had sponsored Frank Edwards news during last decade.

WEOL suit denied

Treble damage antitrust suit by radio station against local newspaper was turned down by U.S. District Court Judge James C. Connell in Cleveland Friday. Judge ruled in favor of *Lorain* (Ohio) *Journal* and against WEOL Elyria-Lorain, Ohio, on ground radio station had not supported claim for $1 million damages. Suit was filed in 1953. It was outgrowth of practices whereby newspaper refused to accept advertising from merchants who used radio station. Government won antitrust decision against newspaper in 1951. Attorneys for WEOL said Friday they would appeal decision.

■ Business briefly

Big beer plunge ■ In one of most extensive syndication purchases in recent years, Anheuser-Busch Inc., St. Louis, for Budweiser, is reported to be investing about $2 million to place *Third Man* series in markets throughout country next fall. Anheuser-Busch has option to select its markets and National Telefilm Assoc., which co-produced series with BBC, will syndicate it in other cities. *Third Man* was produced for 1959-60 season and has been presented on BBC but its U.S. debut was held up pending appropriate sponsorship. Agency: D'Arcy Adv., St. Louis.

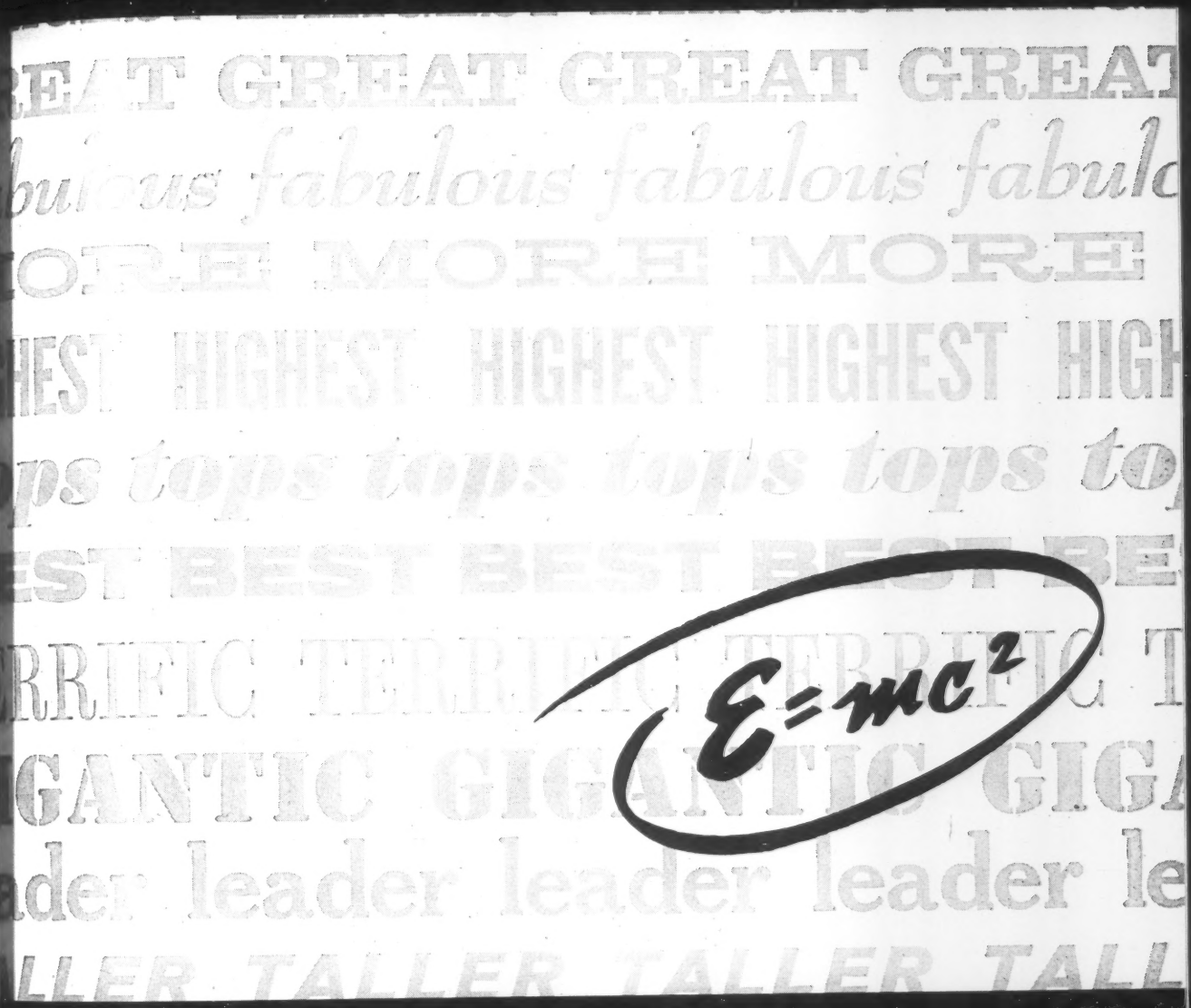
Benny for Lipton ■ Lipton Tea will be major Lever Bros. product in Lever's half-sponsorship of *Jack Benny Show* slated for Sunday, 9:30-10 p.m. on CBS-TV next season. Agency for Lipton is Sullivan, Stauffer, Colwell & Bayles, N.Y.

WEEK'S HEADLINERS

Chester L. Posey, vp in charge of Chicago office, McCann-Erickson, and **Ralph B. Koser,** vp, associate creative director, N.Y., appointed senior vps. Mr. Posey, who will continue his present duties, joined M-E in 1954 as creative director, Chicago. Mr. Koser, who has been with company since 1937, becomes creative director of midwestern region, chairman of plans board, Chicago office.

Albert Ward, formerly of Donahue & Coe, N.Y., joins Kudner Agency, that city, as vp, director, tv-radio programming. Before his association with D&C, Mr. Ward was with Independent Television Corp., BBDO, and was producer and director at CBS.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



Just a matter of Relativity)

WBTV-CHARLOTTE IS FIRST TV MARKET IN ENTIRE SOUTHEAST WITH 595,200 TV HOMES*

WBTV DELIVERS 43% MORE TELEVISION HOMES THAN CHARLOTTE STATION "B"**

*Television Magazine—January 1960
**NCS #3

JEFFERSON STANDARD BROADCASTING COMPANY

WBTV

CHANNEL 3 ◉ CHARLOTTE

Represented nationally by CBS Television Spot Sales

LET'S COMPARE MARKETS!

WBTV-CHARLOTTE	595,200
ATLANTA	571,500
MEMPHIS	483,800
LOUISVILLE	459,000
MIAMI	434,900
BIRMINGHAM	425,100
NEW ORLEANS	381,900
NASHVILLE	344,400
NORFOLK-PORTSMOUTH	339,700
RICHMOND	271,000

YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV

MISSING LINK!

between Dallas-Ft. Worth —Houston and San Antonio markets... that's the big Waco-Temple market dominated by us.

NBC
CHANNEL
KCEN-TV
TEMPLE WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JUNE

June 1—Reply comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

June 1-3—**International Advertising Assn.** 12th annual congress, Waldorf Astoria, New York. Speakers include Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson Corp. (International), and Arthur C. Neilsen Jr., president of A.C. Neilsen Co.

June 1-2—**Assn. of National Advertisers** workshop on advertising administration and financial control. Westchester-Biltmore, New York.

June 2—**Connecticut Assn. of AP Broadcasters** study session meeting. Waverly Inn, Cheshire.

June 2—Oral argument before **FCC** in remand proceeding involving application for new tv stations on ch. 10, Miami, Fla.

June 2—**San Francisco Radio Broadcasters Assn.** market presentation. Sheraton-Palace Concert Room. (Re-scheduled from May 12).

June 2-4—**Mutual Adv. Agency Network** quarterly meeting, Bismarck Hotel, Chicago. Morton J. Simon, agency legal counsel, will speak on "Problems of Agency Management and Operation."

June 2-4—**Western Assn. of Broadcasters (Canada)** annual meeting. Banff Springs Hotel, Banff, Alta. Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, will be keynote speaker. Business sessions, sales clinics, an awards dinner and a golf tournament are planned.

June 3—**Screen Extras Guild,** annual membership meeting, 8 p.m., Academy Award Theatre, 9038 Melrose Ave., Los Angeles. Contract negotiations, retroactivity, pension and health-welfare plans and the effect of the new Screen Actors Guild contract on extras will be discussed.

*June 3-5—**Marketing Research Trade Assn.** annual conference. Garden City Hotel, Garden City, Long Island, N.Y.

June 4—**UPI Broadcasters of Pennsylvania** annual statewide meeting. Army General Depot, New Cumberland, 9 a.m.

June 4—**UPI Broadcasters of Wisconsin** spring meeting. County Stadium, Milwaukee.

June 4-5—**Oklahoma Associated Press Broadcasters Assn.** Trade Winds Motel, Tulsa.

June 5—Target date for field testing fm stereo proposals in Boston and Pittsburgh by Electronic Industries Assn. National Stereo Radio Committee.

June 5-8—**Advertising Federation of America,** 56th Annual Convention. Secretary of Commerce Frederick H. Mueller, FTC Chairman, Earl W. Kintner and John P. Cunningham, chairman of Cunningham & Walsh will speak June 6. Hotel Astor, New York.

June 5-9—**Assn. of Industrial Advertisers** annual convention. Shoreham Hotel, Washington, D.C.

*June 6—Replies due from tv stations to **FCC** questionnaire on political broadcasts.

*June 6-9—**American Federation of Musicians** and **American Guild of Variety Artists** conventions, Las Vegas. Donald F. Conaway, national executive secretary, American Federation of Television and Radio Artists, will speak.

June 7-23—**National Sales Executives-International** eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—**Academy of Television Arts & Sciences,** forum on tv and politics, ABC.

*June 9—**Federal Communication Bar Assn.** luncheon meeting. Congressional Room, Willard Hotel, Washington. Earl W. Kintner, FTC chairman will speak.

June 9-10—**North Carolina Assn. of Broadcasters** spring meeting. The Carolinian, Nags Head, N.C.

June 12-17—**Fourth Annual Communications Institute for High School Students,** institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—**International Advertising Film Festival,** Lido, Venice, Italy.

June 13—**Film Producers Assn.** annual industry dinner. Plaza Hotel, N.Y.

June 13—Deadline for filing reply comments to **FCC** amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal.

June 13—Rehearing in the Miami ch. 7 tv grant before Special Hearing Examiner Horace Stern, Courtroom 7, Federal Courthouse Bldg., Philadelphia.

June 13-14—**Radio Frequency Interference Symposium.** Field trips to FCC lab and monitoring station are planned. Shoreham Hotel, Washington, D.C.

June 15-17—**American Marketing Assn.** annual meeting. Hotel Leamington, Minneapolis. Marion Harper Jr., president of McCann-Erickson Inc., will be keynote speaker.

June 16-18—**Florida Assn. of Broadcasters** annual meeting. Hotel Robert Meyer, Jacksonville.

June 19-24—**National Advertising Agency Network** national conference. Oyster Harbors Club, Osterville, Mass.

June 20—Comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

June 20—**National Academy of Television Arts & Sciences** presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

*June 20-Aug. 13—18th annual **Stanford Radio Tv-Institute,** offering 12 classes in broadcasting and film in cooperation with KNBC (TV), KPIX (TV) and KQED (TV), all San Francisco. Stanford U., Stanford, Calif.

June 20-21—Chicago Spring Conference on **Broadcast and Television Receivers,** Graemere Hotel, that city, running concurrently with **International Home Furnishings Market.** Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers. Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.

June 20-24—**American Institute of Electrical Engineers' summer general meeting.** 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

June 21-July 7—Third annual workship on the **Art of Preaching and Mass Communications,** sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

June 21-24—**National Community Tv Assn.,** ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.

June 22-24—**Second National Conference on Electronics Standards.** Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

June 23-25—**National Assn. of Tv & Radio Farm Directors'** annual summer meeting Fresno, Calif.

June 23-25—**Maryland-D.C. Broadcasters Assn.** annual meeting. Ocean City, Md.

June 24-25—**Colorado Broadcasters Assn.,** Continental Hotel, Pueblo.

June 26-30—**Advertising Assn. of the West,** 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties."

A PART OF EVERY COMMUNITY PROJECT*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area... a circumstance that must be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV

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INDIANA

Represented Nationally by Bolling Co.

CBS TELEVISION

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"HOOSIER FAVORITE"...

The Teenagers Show That Parents Watch

With Bruce Saunders and Joe Kelly at the helm of "Hoosier Favorite", WSBT-TV's production studio really "jumps" on Saturday afternoons.

From 4:30 to 6:00 p.m. teenagers crowd the studio and home TV sets for top tunes, dancing and the unpredictable antics of Saunders and Kelly. While primarily a show for the younger set, half of the viewing audience is composed of adults (Nielsen, Feb., 1960). Now in its sixth year, the show consistently rates over 20.

With popular local shows and top CBS programs, WSBT-TV continues to dominate the 3 station South Bend market. The February, 1960 Nielsen gives WSBT-TV 47% weekly share of sets in use, sign-on to sign-off.

Per household income of the South Bend Metro Area is $7553. . . Indiana's highest! Buying income of the entire 15 county coverage area is over $1.6 billion! See your Raymer man for complete details and for remaining availabilities on "Hoosier Favorite."

WSBT-TV

CBS TELEVISION NETWORK

South Bend, Indiana • Channel 22

Ask Paul H. Raymer • National Representative

Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president Coca Cola Export Co.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

June 29-July 1—Virginia Assn. of Broadcasters annual meeting. Cavalier Hotel, Virginia Beach.

JULY

July 11-15—Institute in Industrial and Technical Communications, Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

***July 19-20**—Idaho Broadcasters Assn. convention. John Meagher, NAB vice-president, and Ben Sanders, KICD Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.

***July 20-24**—American Federation of Television and Radio Artists annual convention. Shoreham Hotel, Washington, D.C.

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST

Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

***Aug. 21-23**—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

***Aug. 23-26**—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olsen, RCA Labs, Princeton, N.J., by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 18-21— National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn., King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 14-16—Broadcasters' Promotion Assn. annual meeting. Sheraton Charles Hotel, New Orleans.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

nothing does it like 7-Up spots

The Kingston Trio figures very heavily in the national spot picture both on television and radio. Their clever and musically bright spots for 7-Up is further proof that the spot medium has gone big time—another case of a successful advertiser using top talent on a market-to-market basis. The Kingston Trio performs custom commercials for a specific job—and with salesmaking showmanship. With 7-Up spot is a **basic** buy because they reach the prospective customers they must reach with the maximum exposure, high return and moderate investment. **Spot.**

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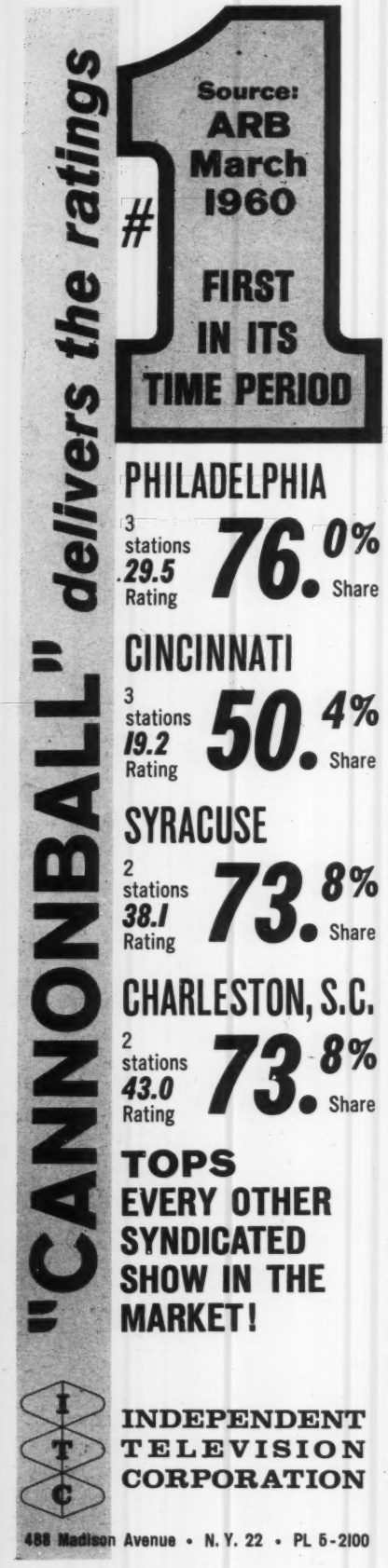

OPEN MIKE

Color tv report a hit

EDITOR: I HAVE JUST . . . FINISHED READING "HOW COLOR BEEFS UP TV AD IMPACT" (MAY 2, PAGE 35). MY HEARTIEST CONGRATULATIONS AND THANKS FOR A MOST ACCURATE REPORTING JOB. EVEN THOUGH I KNEW THE STORY BY HEART I FOUND EVERY LINE INTERESTING READING. . . . I WANT YOU TO KNOW THAT WE FEEL THIS IS THE TYPE OF REPORTING AND INFORMATION THAT MAKES BROADCASTING TRULY THE BUSINESS WEEKLY OF TELEVISION AND RADIO.—BOB DUNVILLE, PRESIDENT, WLWT (TV) CINCINNATI.

'Traffic-Copter' is registered

EDITOR: We note that in your article entitled "Aircraft help traffic move a lot smoother" at page 60 of the April 25 issue you make several references to stations' "traffic-copters."

"Traffic-Copter" is a registered service mark (U.S. Patent Office Registration No. 680,931) of Storer Broadcasting Co. and we would appreciate it if you would discontinue using this term in describing helicopter traffic reporting services operated by others.

Your cooperation will be greatly appreciated.—*Abiah A. Church, Assistant Secretary, Storer Broadcasting Co., Miami Beach, Fla.*

Dallas data corrected

EDITOR: In your April 11 story (page 71) of the Radio Advertising Bureau presentation at the NAB convention you quoted RAB as saying that newspaper circulation in Dallas grew only 1% while the number of households grew 50%.

Your quotation was accurate, but RAB's figures weren't. The facts are that in the same time (1953-59) and in the same metropolitan area that households increased 50%, the circulation of the *Dallas News* increased 31.93%. I have called the error to RAB's attention and I would appreciate your letting your readers know that the original RAB statement was wrong. —*James W. Moroney Jr.*, The Dallas Morning News, *Dallas, Tex.*

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

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BROADCASTING

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WINN

Number "TWO" Station

IN

LOUISVILLE, KENTUCKY

(three others claim First)

appoints

DAREN F. McGAVREN

NEW YORK DETROIT CHICAGO ST. LOUIS LOS ANGELES SAN FRANCISCO

National Representative

effective

JUNE 1, 1960

Buy WINN to Sell Louisville – Glen A. Harmon, Gen. Mgr.

MONDAY MEMO

from **DAVID MATHEWS,** *vice president and director of network programming (West Coast), Fuller & Smith & Ross, Hollywood*

Television's $10 million 'pilot derby'

Every year during this merry month of May, a gigantic crap game has been under way. The players (some of them on their knees) are sponsors, agencies, networks and producers.

During this betting season, vice presidents have been poised in flight, jetting back and forth between the coasts in a gamble involving hundreds of millions in time and talent. The stakes are impressive, even by Las Vegas standards.

Each annual "pilot derby" brings its own intrigue. In Hollywood and Manhattan, shingles go up outside projection rooms warning that inside is a "Private Screening—No Admittance." Every client and agency man likes to think of himself as a preferred customer enjoying the first look at "the hottest pilot in town." Yet those who work in Hollywood know there are few secrets; and even as the dailies are being assembled, the assistant editors and apprentices are passing judgment.

This year between 150 and 200 pilots were made at an estimated cost of $10 million and while everyone gambled to win, unfortunately, the losers far outnumbered the winners.

Bets Are Hedged ■ A professional gambler knows he can't win on every roll of the dice so he hedges his bets, plays the odds and hopes to wind up a winner. The smart producer minimizes his losses by making pilots as a part of an established series. As a case in point, Screen Gems developed at least 10 pilots in the course of producing *Alcoa Theatre*. In this instance, even though the producers expended more effort and money in the manufacture of these special segments of an accepted anthology, their risk was covered largely by the sponsor.

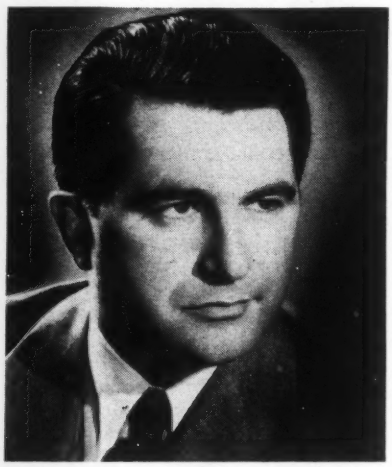
As always, the networks are playing a sure thing. They are in the traditional role of "the house." With at least two shows vying for every time slot, the networks can't lose; in fact, they can be very picky and choosy about what programs tenant their networks.

It is no secret that the biggest bankroll put up in this game of chance is the sponsor's—and how he uses it falls squarely in the lap of his advertising agency. The pilot must, therefore, be appraised in its proper perspective.

Series Are Evaluated ■ While a good pilot can go a long way toward influencing a prospective buyer, it should be examined closely for other factors. It should and very often does represent the producer's best effort; however, to believe that the other 38 pictures to follow will all be as good is pure folly. In evaluating the worth of a series from the pilot, we at Fuller & Smith & Ross are equally concerned with other considerations: first, the competence of the creative group who will be involved with the production of the *entire* series; second, the extent of the creative control to be exercised by the agency in behalf of the client; third, the financial responsibility and integrity of the producer.

A good pilot is rarely an accident. It can only be as good as the people directly involved with its production. The quality of the series must be estimated on the average "track record" of the creative group.

It is not enough to have top-flight writers. There must be the strong, guiding hand of a working producer who will coordinate the efforts of all departments. Those three words, *strong, guiding* and *working* are essential. While his hand should be strong, it should also be relaxed enough not to stifle the creativity of the others.



David Mathews directed, wrote and produced films for the Air Force during World War II, then Universal-International, Columbia Pictures and American Film Productions before joining Ruthrauff & Ryan as executive producer in Hollywood. He guided Big Town's *move from live to film. Later he joined McCann-Erickson and then Sullivan, Stauffer, Colwell & Bayles. Before joining F&S&R in January 1959, he was general manager in charge of production for Gross-Krasne at California Studios.*

Did We Buy This? ■ Usually a producer from the ranks of the writers is more effective at the helm provided he embodies the patience and the stamina to reconcile high standards of creativity with the limiting factors of budget. Even though everyone recognizes the budget for a pilot runs 50% to 100% above the norm, subsequent pictures will inevitably be compared with it. About the time the show has been on the air five weeks, that dreaded moment of appraisal must come when agency and client ask: "Is this the show we bought?"

Because the client, together with his agency, is the biggest betting sport of all, their desire for some control over the production of a series should come as no surprise. Traditionally, the agency gets the jaundiced eye when it asks for positive controls as part of its purchase contract. When granting this mandate, the producer prays that "positive controls" will not degenerate into downright destructive interference. Contrary to popular belief, many agencies do employ program supervisors who have themselves worked in the motion picture industry.

Agency controls once prevalent in the era of the half-hour shows are being removed. The trend toward full-hour shows is often too costly for one sponsor but within the reach of several participating sponsors. Rather than permit three participants a voice, practicality dictates that no one except the producer may decide the creative content of the program. As a result, sponsors are given scripts to read merely as a courtesy and are not permitted to view the dailies. Consequently, an agency cannot be blamed for bad programming over which it has no control. The only positive control to be exercised is the 13-week cancellation.

Temptation ■ The agency looks for financial responsibility and integrity in the producer and expects to see production value for every dollar spent. Producers have been known to cry the blues over production losses. Yet, a close examination of their books might reveal a swimming pool charged to set construction or a mink coat charged against wardrobe. With the tax structure as it is, temptation is there; and wherever the producer succumbs, the tv advertising dollar is deflated.

So with all these pilot pitfalls in mind, pick your winners, stand back and let's "roll 'em."

Discovered ever increasingly among active, discerning people who demand more out of life... who are attracted to the quality and brilliance that distinguish a "Metropolitan" personality— a personality like each of our widely-recognized Television, Radio and Outdoor properties.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TELEVISION STATIONS: WNEW-TV New York ■ WTTG-TV Washington, D.C. ■ WTVH Peoria, Ill. ■ KOVR-TV Stockton—
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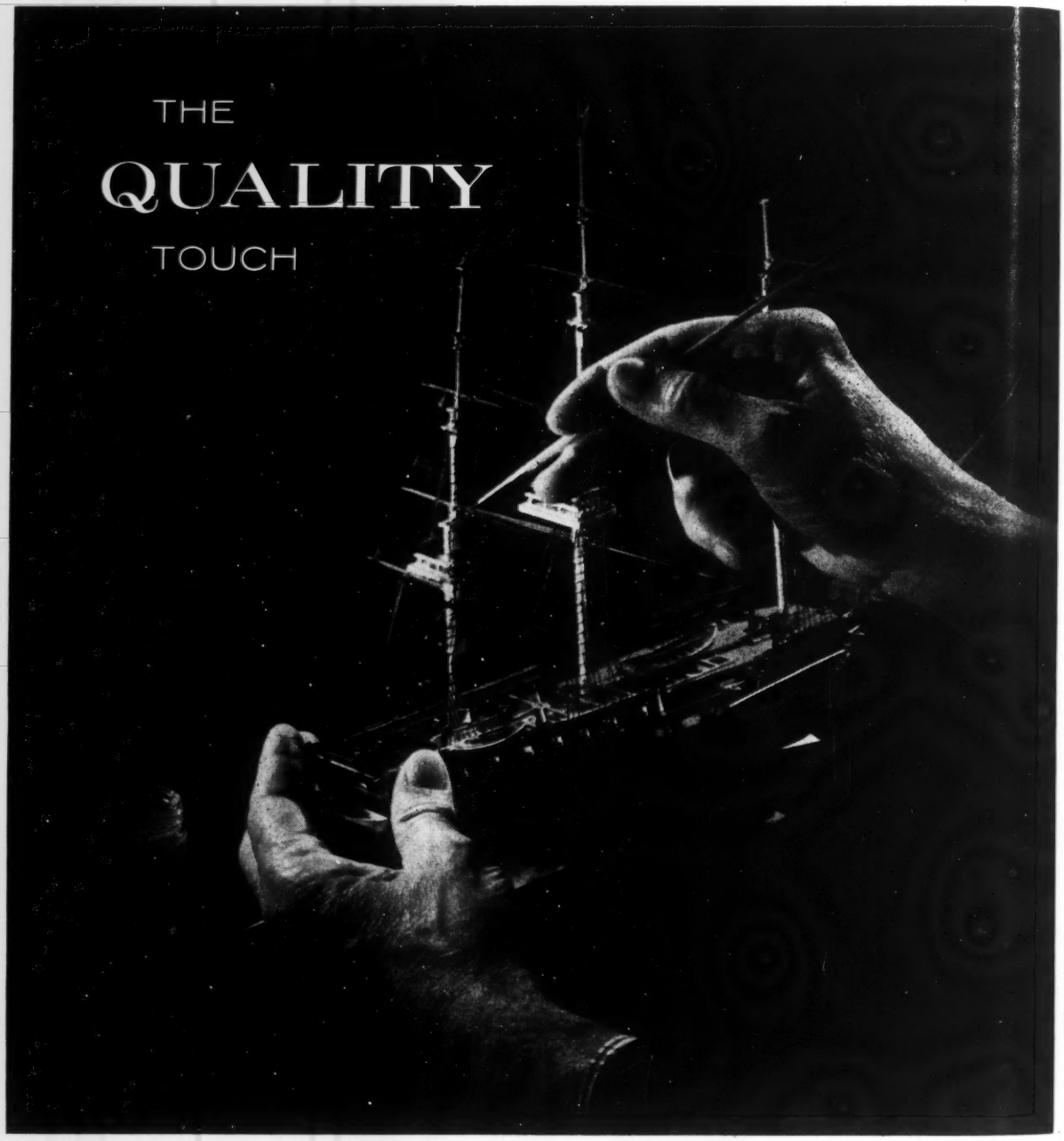

— to some, just a ship. To others, a monument to our great heritage . . . diligently, almost reverently constructed. In the same way, it often takes those who fully appreciate QUALITY to recognize it in today's better radio and television stations.

WFAA
radio & television
dallas

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES ■ BROADCAST SERVICES OF THE DALLAS MORNING NEWS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 30, 1960
Vol. 58 No. 22

THE HUBBUB OVER RADIO-TV RATES

■ N.W. Ayer schedules meeting with 50 station reps

■ It'll be about rates, but Ayer keeps quiet on agenda

■ Single rate issue seen as fire behind the smoke

The growing commotion over radio and television rates reached a new peak last week as one of the leading advertising agencies in spot broadcasting summoned station representatives to a rate council of war.

N.W. Ayer & Son, Philadelphia and New York, invited some 50 station reps to take part in the session, a luncheon meeting to be held Wednesday (June 1) at New York's Roosevelt Hotel.

Ayer officials were reluctant to discuss the agenda, but members of the guest list speculated widely—and in some cases wildly, in the opinion of other reps—as to its probable contents. Their estimates ranged from a simple "rates in general" to the more extravagant view that "Ayer is going to tell us that if we can't make our stations stick to their published rates, then Ayer will quit doing business through reps and start dealing directly with stations."

"Important Problem" ■ Host officials kept their agenda plans to themselves, except to confirm that the meeting would deal with the general subject of rates. Their letter of invitation specified only that it would concern "an important problem with which your company and our agency is currently faced in connection with both radio and tv."

But representatives on the invited list put two and two together and came up with what they considered—and was subsequently confirmed as—an inescapable answer.

The arithmetic by which they reached rates as the answer was relatively simple:

(1) Only a week earlier, Ayer had shown its active interest in rates by sending out letters calling representatives' attention to "the higher cost of reaching viewers during the summer" and urging them and their stations to give "careful consideration" to a lowering of tv rates for summertime business (BROADCASTING, May 23); and

(2) In radio, Ayer had been reported —though without official confirmation —to have been embarrassed by a client who, acting on its own, wangled off-card deals from stations which Ayer had recommended for use on a rate-card basis. The client reportedly wanted to know why Ayer itself hadn't been able to negotiate the lower rates.

Victimized ■ Whether or not Ayer had in fact been thus embarrassed by a direct-dealing client, a number of other agencies have been widely described as the unhappy victims of the same sort of undercutting by clients. Some advertisers reportedly have gone so far as to instruct their agencies not to do business with stations that have yielded to other advertisers' pitches for off-card deals. Some agencies, taking the opposite tack, have gone back to those stations and demanded similar off-card deals for other clients (CLOSED CIRCUIT, May 23).

Out of loyalty to their clients, or feeling that it is better to try to live with such situations in hopes of smoothing them out internally, agencies as a rule are reluctant to talk publicly about clients who by-pass them—even though the by-passing cuts into their commissions.

Representatives, who also stand to suffer in the pocketbook when clients deal directly with stations (unless their representation contracts were drawn with foresight in this respect), talk more freely and often with vehemence.

One story that crops up in discussions by representatives, who attribute it to agency sources, deals with "so-called ad agency people" who make lump-sum proposals to clients of recognized agencies. The advertiser is promised, for example, that for a set sum he can be assured of, say, twice as much time as his agency of record could get for him for the same amount of money.

The wheeler-dealer then haggles with stations, gets what special discounts he can for whatever time periods he can—some of it in desirable segments, some of it fringe time or worse—and, where he has to, contracts at card rates. In the end he usually is able to support his claim that he can get more time than the agency of record, at no more expense. And of course he gets the commission and the agency of record gets nothing.

One threat frequently held over the heads of weak-willed or deal-prone stations is that if they cut rates for one

Deal for one is deal for all

5. TIME RATES
(a). STATION represents that the time rate named in this contract is the lowest rate made by STATION for like broadcasts at the time this contract is entered into. If at any time during the life of this contract STATION makes a lower rate for like broadcasts this contract shall be continued at such lower rate from the effective date of such lower rate.

Several major agencies have recently called attention to the passage shown above. It's a part of the standard contract form prepared by the American Assn. of Advertising Agencies. If the standard contract is used, the station agrees that if it sells comparable time to another advertiser at lower rates, the advertiser on the contract will get the same benefits. The section reproduced above is from the AAAA standard radio contract. A similar clause appears in the standard television contract.

advertiser they are obligated to do as much for others. The authority for this argument is written into the AAAA standard contract form. For radio it reads: "Station represents that the time rate named in this contract is the lowest rate made by station for like broadcasts at the time this contract is entered into. If at any time during the life of this contract station makes a lower rate for like broadcasts this contract shall be continued at such lower rate." The provision in the standard television contract is identical except for changes in wording to make it refer to tv.

Local-National ■ Inherent in all this hubbub is the years-old dispute over local versus national rates. Some major agencies have been accused of working through local dealers and distributors in order to get the lower local rates for national clients—while others claim to have been victimized by clients doing the same against their wishes. Reps, although not unanimous about it, have been among the most outspoken advocates of abolition of the double-rate standard and creation of a single rate for both local and national spot business.

In recent weeks two major advertisers have been repeatedly reported to be involved—in different ways—in the local-national rate situation.

Standard Brands has been said to be so incensed over local rates off-card radio deals granted to another national advertiser that it instructed its main consumer-products agencies, Ted Bates and J. Walter Thompson, to stop doing business with stations that were parties to those deals. Standard Brands officials, however, denied flatly to BROADCASTING that the company had given any such instructions.

Edward D. Barrett, assistant vice president of the grocery division, said that of course his company had been "disturbed for many years," as have "many advertisers," about preferential treatment accorded by various media to business placed locally. But, he said, this concern was "general among all advertisers" and not confined to Standard Brands alone.

B.F. Goodrich, meanwhile, has been

JOB MARKET GROWS IN AGENCY FIELD

And competition grows too, but there's hope for the really talented

A program manager at a tv station in the Midwest yearns for a job in the radio-tv department of a New York or Chicago agency. A June graduate of the U. of Missouri pictures himself as a copy writer of "creative" commercials. A station time salesman or a marketing employe of a giant soap company set their sights on account executive posts at big-city agencies.

What are their chances?

Is there more or less opportunity now to find a place in the so-called "glamor" agency business and particularly in the "ultra-glamor" agency area of radio-tv? There is no fast or easy answer.

A sampling of the opinion of personnel specialists at advertising agencies and management consultants indicates there are more agency jobs open today in broadcast advertising but there are also more people competing for them. This is especially true in tv.

Shift of Emphasis ■ The radio-tv production field at agencies has narrowed with the shift of programming control to the networks. But in the past few years as the advertiser's investment in tv has swelled, other departments at the agency have grown, too. New opportunities have opened for timebuyers, copy writers, commercial producers, program supervisors, film buyers, artists and account executives. The outlook is promising for a moderate growth in the years ahead.

Agency personnel officials contend they are always "on the lookout for new talent, for well-qualified people." While there are no universal rules for landing any given job, the suggestions mentioned most often by placement executives include the following:

■ A job with an advertiser is highly-regarded background at agencies, both for the comparative beginner and for the experienced man. A stint as a sales or marketing trainee gives the prospective agency executive an insight into the needs of clients. The seasoned advertising man, who has acquired a knowledge of marketing and media at the client level, can bring a valuable plus to an agency job.

■ Many personnel officials believe the advertiser also will be a source of more positions for radio-tv specialists. As expenditures in television grow, especially, the advertiser will add more people to his radio-tv staff, or will establish such a department. There may be a job flow to and from agencies, they note.

■ Experience with a local television station is considered "very valuable" by many placement executives. They believe that the number of employes in the advertising area will increase at the station level because of (1) an increase in the number of stations on the air; (2) a steady rise in local advertising activity and (3) an increase in the amount of locally-produced programming. Contact with a variety of advertisers at the local level is regarded as helpful by many hiring officials. But, again, there are some dissenters: some personnel people feel that radio-tv station employment is valuable for learning the media situation, but not for understanding an advertiser's needs at the agency level.

■ The small agency is considered a sound proving-ground for the potential agency broadcast executive by many employment executives, but others tend to "look down" at this experience. The small agency booster points to the background acquired in all phases of agency operation. Others, however, claim that this experience often is not the type that is required at the larger agency with major broadcast accounts. Accordingly, a man with several years of small-agency employment behind him, expecting a big-agency job with reasonable salary, may not always be considered for a vacancy.

Facts of Life ■ As in other areas of life, job hunters may find that a personnel man's preferences may be swayed by the occupational history of the head of the agency. If the policy-maker received his early training at small agencies, an applicant with this grounding often would be preferred; if he came out of an advertising medium, this experience would be considered highly.

To start the exploration for an agency job, the resume is a most helpful tool, both for the beginner and the experienced man. It should be spread around generously. The more prospective employers who see it, the better are the chances for landing a job. It's the basic principle of exposure. An eye-catching resume also is viewed as an index of a man's potential by some personnel officials. Some applicants pay a hefty fee for a "professional" resume. Oddly enough, the "store-bought" kind isn't necessarily considered a handicap in some circles because it is attractive and effective for its purpose.

In many big cities, particularly New York, Chicago and Los Angeles, there are private employment agencies that specialize in the advertising field. The local advertising club usually can provide a list of these. Some advertising agencies, however, claim they use the employment agencies largely for cleri-

accused in widely circulated reports of dealing directly with radio stations to get lower rates for a recently placed campaign, to the embarrassment of its agency, BBDO. But a BBDO spokesman denied that this was so. The reports, he said, may have stemmed from the practice of retail outlets, which handle Goodrich products, buying radio time for themselves at the prevailing local or retail rate.

Semantics ■ Pending their meeting with reps this week, Ayer authorities declined to be drawn deeply into the controversial rate questions. One official did acknowledge that there is much confusion in rate structures as between "national," "local," "regional," "retail" and "sectional" rates, for example. When rate cards carry no clear-cut definitions of such business terms, he said, it is difficult for an agency to know that it is getting a fair deal for clients. But he cautioned that it should not be assumed that this subject would necessarily be the main topic at Wednesday's meeting.

If the reps are free to raise subjects of their own—and the Ayer letter made clear that the guests would be expected to contribute to whatever discussion is held—then it seemed certain that not only local-vs.-national rates would be brought up, but also the question of special tv discounts for summer advertisers.

Although the networks and some important stations have announced special summer discounts, station representatives for the most part are vigorously opposed to summer rate reductions, which they regard as unnecessary, unjustified and unfair to year-round and to winter seasonal advertisers for such products as cold remedies (BROADCASTING, May 23).

Invitations to Wednesday's meeting were signed by L.D. Farnath, vice president in charge of the media department at Ayer. The letters sent out earlier regarding special summer rates in tv—which followed a similar letter by BBDO and coincided with less formal activity by Benton & Bowles, JWT, Bates and Foote, Cone & Belding—were signed by George S. Burrows, Ayer media director.

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cal and administrative help and rarely for the higher-paid positions. But remunerative posts sometimes are placed even through these organizations.

Clubs and Consultants ■ The local advertising and broadcasting clubs usually have some form of employment service. Even those not formally organized to place applicants will rarely turn away an interested job seeker. They may be able to provide job tips or information on possible sources of employment. Some clubs provide a professional counselling service.

An outstanding job in this respect has been performed for more than 20 years by the "Job Finding Forum" of the Advertising Club of New York. The forum has assisted more than 25,000 men and women to "package" themselves—to learn the best approach to land a job, to help fashion the best resume for a particular individual and to impart suggestions on how the applicant should conduct himself during a job interview.

In the past few years more and more advertising agencies and advertisers have drawn upon management consultant companies for help in recruiting the top or middle-echelon executive. The local advertising club also can supply the names of such consultants.

In New York, John Orr Young & Assoc. and Robert Durham & Assoc. have executive recruiting departments within their firms, both of which specialize in the advertising field. Such general management consultants as Booz, Allen & Hamilton and Bruce Payne & Assoc. have departments to help recruit creative personnel of all kinds. Unlike employment agencies, management consultants are paid by the prospective employer—not the applicant.

Pinching the Foot-in-the-Door ■ The beginner will find there are proportionately fewer "up-the-ladder" jobs at advertising agencies today. The fabled "rags-to-riches" path of only a few years ago—from mailroom boy to vice president and account executive in six easy jumps—has been blocked off at many agencies. The reasoning is that although the mailroom often spawned the talented agencymen of the future, it too often produced a poorly-run mailroom to meet today's exacting operational demands. This has resulted in fewer "feet-in-the-door," though agencies still hire beginners as clerks and assistants in various departments. Such clerical skills as typing or proficiency at figures often can mean the difference between getting and losing an opportunity.

The rewards can be high for a successful agency man. Jerry Fields, director of Jobs Unlimited, New York, an employment agency which conducts surveys from time to time on salary ranges in advertising, cautions that wages can vary within job classifications, depending on agency size.

Mr. Fields offers these statistics on account executives and supervisors: $12-$50,000 for those at agencies billing at $25 million and up, $12,000-$25,000 for $10-$25 million agencies; $10-$20,-0000 for $5-$10 million agencies, and $8-$18,000 for under $5 million. Other ranges he reported: radio-tv director, $15-$30,000; commercial producer, $15-$25,000; timebuyer, $5-$12,000; associate media director, $10-$15,000; media director, $15-$30,000; copywriter (including supervisors), $5-$45,-000.

Trainees are paid between $65 to $110 weekly, with agencies having formal training programs tending to pay higher wages. Secretaries can expect between $85 and $125 weekly.

YOUNG & RUBICAM'S G.A. PROSSER
As personnel director, he talks to lots of hopefuls

TV PREVIEW

"Have Tape Equipment, Will Travel" could be the title of a saga enacted by NTA Telestudios, New York, when the company, on short notice, journeyed to Knoxville, Tenn., to produce a 90-second tape commercial on behalf of the American Gas Assn. for presentation on CBS-TV's *Playhouse 90* series.

The nine man team arrived in Knoxville from New York on May 15 and finished the assignment on May 16. The reason for the rush was that Lennen & Newell, agency for the AGA, alerted Telestudios on May 13 that it wanted to shoot a commercial, spotlighting the use of gas in the kitchen. The agency was particularly desirous of obtaining sequences showing the RCA Whirlpool kitchen in action. The traveling kitchen was in Knoxville on that date and was scheduled to leave for more distanct points. The team began taping early on May 17 and completed the commercial by that evening. The total cost for the product was below $6,000.

The commercial demonstrates the varied uses of gas in the kitchen, spotlighting such appliances as washers, dryers, broilers, refrigerators, dishwashers and oven. Bruce Allen was the producer for Lennen & Newell and George K. Gould, president, and Al Markim, vice president, represented NTA Telestudios.

■ Business briefly

Time sales

Bout sell-out ■ Fiat Motor Co., via Grant Adv., N.Y. (its new agency), has signed co-sponsorship with Bristol-Myers Co. in ABC Radio coverage of the Ingemar Johansson-Floyd Patterson heavyweight boxing championship rematch on June 20 (10:05 p.m. EDT-to conclusion). The Fiat purchase completes ABC's sale of the $250,000 package, rights to which the network secured from TelePrompTer Corp.

Nelson series sold ■ The Coca-Cola Co., N.Y., through McCann-Erickson Inc., N.Y., joins Eastman-Kodak as co-sponsor of ABC-TV's *Adventures of the Nelson Family* for the 1960-61 season. The series, which started on ABC-TV Oct. 3, 1952, will drop its present title of *Adventures of Ozzie & Harriet* on June 1. The program retains its current time period for next fall (Wed. 8:30-9 p.m. NYT).

Digs jazz ■ Studebaker-Packard Corp., South Bend, Ind., which last summer sponsored broadcasts of the Newport Jazz Festival on CBS Radio, has purchased the largest single package of special programs, all jazz, in network radio history, CBS Radio reports. Beginning Saturday, June 4, the automotive advertiser will sponsor a summertime schedule of fifteen 55-minute programs titled the *World Jazz Series*. The days will vary, but each presentation will be broadcast from 9:05 to 10 p.m. EDT. Broadcasts set so far include jazz festivals in New York (June 4-5), Newport (July 1-4), French Lick, Ind. (July 29-31), Detroit (Aug. 19-21), and Philadelphia (Aug. 26-28). Agency: D'Arcy Adv. Co., St. Louis.

Picks up Tab ■ Westclox Div., General Time Corp., La Salle, Ill., in its first sponsorship of a regular series on NBC-TV, has signed to co-sponsor *The Tab Hunter Show*, a new series starting in the fall (Sun. 8:30-9 p.m. NYT). This season Westclox sponsored two hour-long specials on NBC-TV. Alternate sponsor of the series will be P. Lorillard Co. Agency for Westclox: BBDO, N.Y.

Hi and Dry campaign ■ Revlon Products (Hi and Dry deodorant), N.Y., has launched an extensive spot tv campaign in a substantial number of major markets throughout the country which will extend through June. The product also will be advertised on various CBS Revlon programs throughout the summer. Agency: Mogul Williams & Saylor, N.Y.

Wins reprieve ■ Alberto-Culver Co., Chicago, renewed sponsorship for next season's episodes of *The Lawless Years* on NBC-TV (Thur. 10:30 - 11 p.m. NYT). The series, which started on network April 5, 1959, stars James Gregory in adventures of Barney Ruditsky, retired New York policeman. Agency: Wade Adv., Chicago.

Signed and sealed ■ Sealtest Div., National Dairy Products Corp., Phila., renewed *Bat Masterson* series for a third season on NBC-TV, but at new time (Thur. 8:30-9 p.m. EDT). Produced by Ziv-United Artists in association with NBC, the series has been contracted for 52-week sponsorship. Agency: N.W. Ayer & Son, Phila.

Races for Oil ■ Union Oil Co. of California, through Young & Rubicam, L.A., is sponsoring telecasts of the Saturday feature races from Hollywood Park Sat. 5:15-5:30 p.m. (PDT) for the 11-week season, on a 20-station CBS-TV Pacific network hook-up. This is the fourth consecutive season that Union Oil has sponsored the Saturday feature races on CTPN.

Steady customer ■ Warner-Lambert Pharmaceutical Co. will sponsor a full half-hour of NBC-TV's Sunday night lineup next season. A heavy tv spender, Warner-Lambert will sponsor alternate weeks of *This Is Your Life* (10:30-11 p.m.), new time period, and will renew alternate weeks of the *Loretta Young Show* (10-10:30 p.m.)

Friday fans ■ American Machine & Foundry Pinspotters Div. (through Cunningham & Walsh) is dickering for a half-hour period to sponsor a new Friday sports show on NBC-TV featuring pickups from around the country, direct and on tape. Host Bill Stern (sponsored on MBS by AMF) would cover whatever is timely in sports and aim for all-family appeal. If negotiations

"THE SOUND OF NEW HAVEN"

In New Haven, Conn., the BIG BUY is WELI! Why? Its 5000 watts, powerfully placed at 960 KC, give you 5 for 1 value — 5 times New Haven's audience — priced for New Haven alone. You get **all** of New Haven and Middlesex Counties, plus parts of surrounding counties, and Suffolk County, Long Island, too! You get **more** for **less** on Big-Buy WELI!

National: H-R Representatives, Inc.; Boston: Harry Wheeler

1ST
IN TOLEDO
FOR 33 YEARS!
WSPD
RADIO
the STORER station
backed by 33 years
of responsible broadcasting
CALL KATZ

Audience vs. rates

A research study compiled by The Katz Agency, station representative, indicates that spot tv rate increases over the past five years have been less than increases in tv homes and viewing.

Katz used A.C. Nielsen Co. figures for January-February of 1955 and 1960 and a special tabulation of a sample of 50 major markets picked at random as the bases for its study. It ascertained that while the number of tv homes rose by 45.8% from 1955 to 1960 (31 million to 45.2 million), the rate increase on a 50-station lineup amounted to 38.2% for ½-hour nighttime programs, 45.2% for one-minute daytime on the open rate and 30.7% for year-around rate. The study also reports that households viewing weekday daytime tv increased by 59.7% from 1955 to 1960; daytime viewing hours rose by 60.9% and nighttime viewing hours by 44.5%.

succeed, 13-week run is planned, starting June 17.

At sea in D.C. ■ United Artists Corp., which held an invitational world premiere of "The Gallant Hours," starring James Cagney as Fleet Admiral William F. Halsey, in Washington, D.C., May 13, promoted the opening via saturation spot schedules on 14 radio stations in the area. A two-week radio drive linked with the U.S. Navy's national recruiting campaign will follow. Similar radio schedules are planned on a national basis, depending on results in the Nation's Capital. UA places its business direct.

■ Also in advertising

Seaside selling ■ The largest advertising and promotional campaign ever undertaken by Seaside Oil Co., L.A., has been launched through The McCarty Co., that city, its agency. An estimated 25% of the budget will go into tv with the company sponsoring *Seven League Boots* on KHSL-TV Chico, KEYT (TV) Santa Barbara and KOVR (TV) Stockton-Sacramento, and *Seaside News Roundup* Wednesday nights on KJEO (TV) Fresno, all California.

Agency move ■ R. Jack Scott Inc., Chicago advertising agency, has moved from 814 N. Michigan Ave. to 51 E. Superior that city, doubling its office space. Telephone remains Whitehall 4-6886.

Merger ■ Phillips-Ramsey Inc., San Diego advertising and public relations agency, has acquired and merged with Ptak & Richter Adv., Phoenix, Ariz. According to President Charles C. Ramsey, the merger adds 18 clients to the P-R list and boosts the agency's gross billings to $3 million annually. The Phoenix agency will retain its old name with the P-R title added. Offices are at 812 Guaranty Bank Bldg. At the time of the merger, P&R had annual billings of some $500,000 and a staff of seven.

BBDO radio study ■ BBDO is marshalling a new study on radio, first such major project since agency's 65-page analysis made for clients nearly four years ago. That study found radio a necessity for advertiser and public (BROADCASTING, Oct. 1, 1956), traced the history of the medium both before and after television. The new study will report on what's happened to radio since then.

Moving day ■ Rose-Martin Adv. moves to new headquarters at 3 West 57 St., N.Y. 19.

New quarters ■ George Page Barnes, New Orleans advertising agency, has set up new offices at 400 Market St. The agency specializes in television and related merchandising services and also offers diversified public relations services.

Two agencies win commercial awards

Liller, Neal, Battle & Lindsey, Atlanta, and Henderson Adv., Greenville, S.C., were first-prize winners in the radio and tv commercial categories, respectively, in the competition for southeastern advertising agencies conducted by the Radio and Television Representatives Assn. of Atlanta.

For its radio commercial campaign for Colonial Stores Inc., which was judged to show greatest sales effectiveness, LNB&L won the radio plaque. Henderson won the top tv award for the sales effectiveness of the Texize Chemical commercials. Other agencies winning certificates of excellence for radio commercials were: Cabell Eanes Inc., Richmond, Va., for the Virginia State Apple Commission; D'Arcy Adv., Atlanta, for Lance Inc.; Tucker Wayne & Co., Atlanta, for Creomulsion and Sealtest Foods—Southern Div.

Television commercial certificates of excellence were won by: Cargill, Wilson & Acree, Richmond, for Smithfield Packing Co.; Burke Dowling Adams, Atlanta, for Citizens and Southern National Bank; Tucker Wayne & Co., Atlanta, for American Bakeries Co., Merita Div.

BIG LIFT for BIG CITY TRAFFIC

WSB Radio's helicopter reports keep Atlanta motorists moving

Hovering high above busy traffic lanes, WSB's helicopter reporter alerts rush-hour motorists to driving hazards, bottlenecks, offers advice on less congested routes. The whirly-bird augments WSB's already well-established auto traffic patrol, and adds more strength to this station's over-all news service in the public interest.

It is the kind of service that saw WSB making a clean sweep of the Georgia Associated Press Broadcasters Association Radio News Awards for 1959 — "Superior" in all news categories, and a total of ninteeen awards for WSB and WSB newsmen. No other Georgia station has ever received such outstanding recognition.

WSB Radio

The Voice of the South / Atlanta

Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

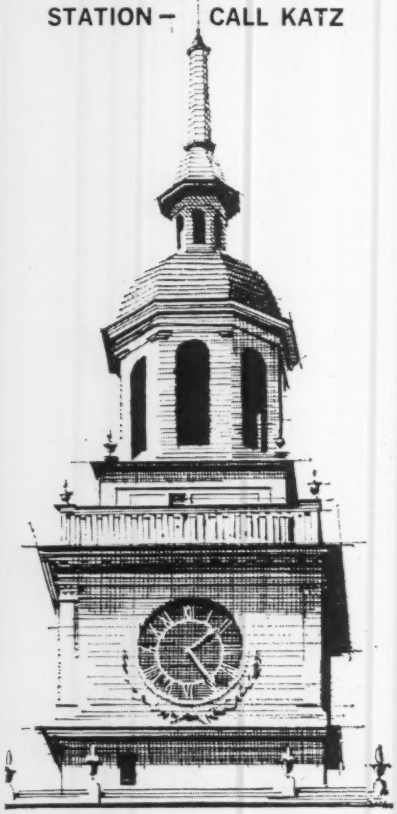
PHILADELPHIA

★★★★★ ★★★★★

WIBG RADIO

★FIRST★
BY FAR!

REACHES MORE FAMILIES
IN ALL CATEGORIES THAN
ANY OTHER PHILADELPHIA
STATION— CALL KATZ



the **STORER** *station*
backed by 33 years
of responsible broadcasting

RADIO'S AUTO MARKETING ROLE

Medium called 'one of most essential' in the marketing of new automobiles

What is radio's responsibility as a marketing tool for automobiles in today's competitive situation?

That's the question that Don Jones, vice president in charge of the western division of MacManus, John & Adams, and George Genzmer, western division marketing director of the agency, asked the members of the Southern California Broadcasters Assn. May 19, at the radio group's monthly luncheon in Hollywood.

The problem of marketing new cars successfully is especially difficult in the "complicated, oversold Los Angeles market," Mr. Jones stated. Noting that his agency for many years has represented two major automobile clients—Pontiac and Cadillac (and has used radio regularly for them in Los Angeles)—he expressed the firm belief that "one of the essential mediums necessary for the success of most new cars marketing and advertising programs is radio."

Last fall, Mr. Jones pointed out, three new compact cars were introduced by American manufacturers, all with heavy spot radio budgets, plus all the regular automobiles who also used spot radio in heavy introductory campaigns for their new models. "From January to May," he added, "radio channels have been saturated with automotive radio advertising through local dealers, dealer associations and some continuing factory money."

More to come ■ By this fall, "there will be at least 11 compact cars either being introduced or introducing new models," Mr. Genzmer stated. The compacts, he noted, find their market in three places: "among used-car buyers who can now afford to become new car buyers, among the buyers of foreign cars who were buying because of gas and other operating economies, but who want more room and more comfort, and among buyers of the low-priced three who would prefer more operating economies than they are getting . . .

"There is a huge new market today among unskilled workers, whose income is now at its highest point," Mr. Genzmer continued. "We think this market should be of great interest to you because radio and television are the best means of reaching this audience—and radio is the medium that can be used with necessary frequency."

Looking ahead to fall, when the 11 compact car lines, plus the traditional models, will be vying for choice radio time, Mr. Jones posed three questions to the Southern California radio station managers:

■ What is radio going to do about the "log jam?" He claimed stations had built up the power of traffic time to the point of idolatry, so that timebuyers will accept no other placement. Radio should point out the advantages of other time and take steps to make sure other other time *has* advantages. Stations should also take steps to let agencies know their criteria for allocating traffic time to assure the agencies' buyers they are "getting a fair shake," Mr. Jones warned.

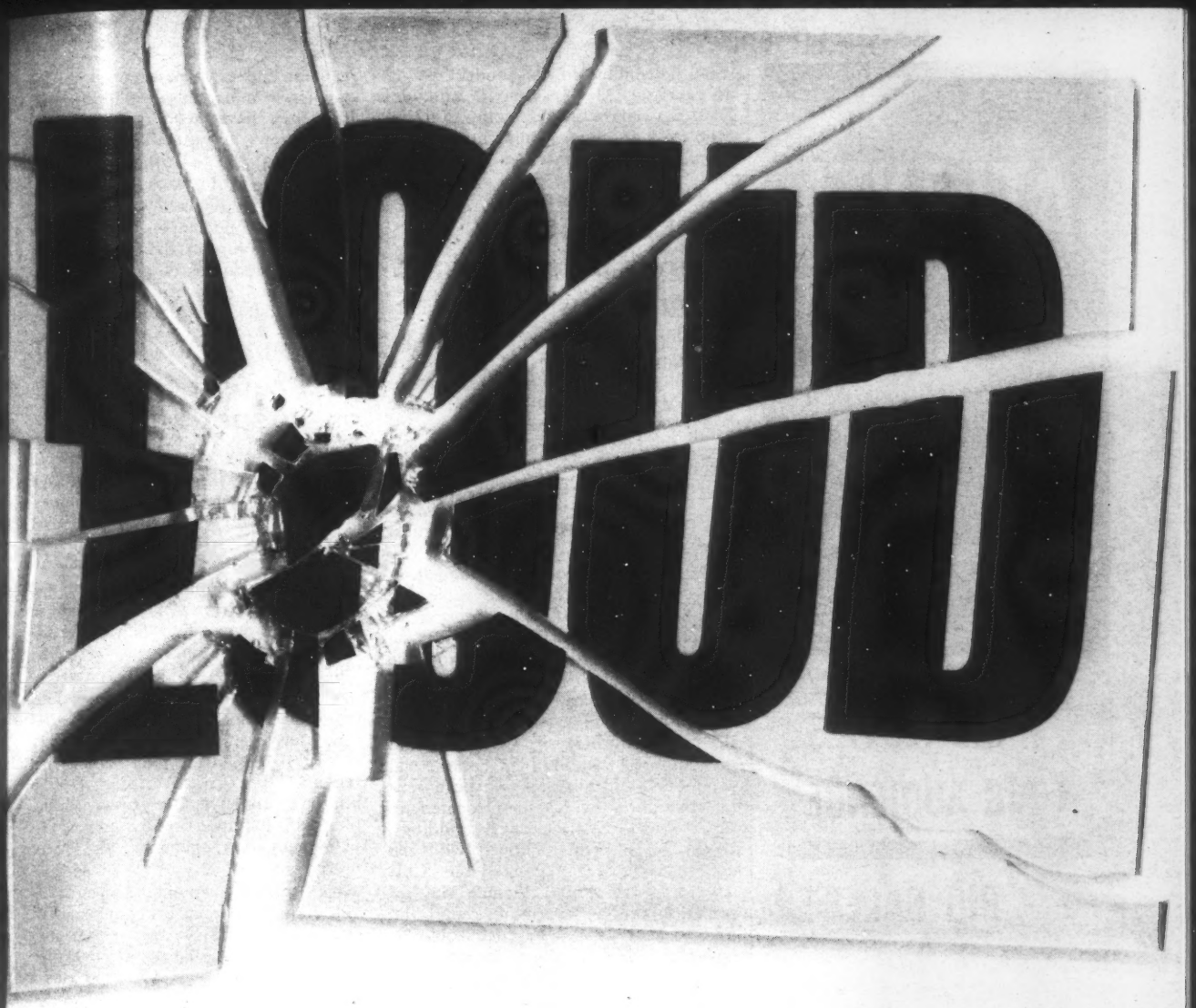
■ What are you doing to put stimulating *new* programs on the air? Mr. Jones said that better programming would have greater influence on the women's market than the present schedules. He pointed out that the woman's voice in selection of cars—particularly compact ones—is substantial. Too much programming is imitative, he charged.

■ What vital merchandising programs can you furnish? Local radio has a responsibility for merchandising, particularly in the automotive field, Mr. Jones said. A cycle should be built from commercial to final wrap-up of the sale, he stated, adding that stickers on cars urging people to listen to a certain show are not enough. He urged that radio pay attention to local dealer groups as well as national manufacturers to show the dealers radio's tangible results. "Help us prove that local radio did the job—not newspapers or magazines or network tv," he said, suggesting that this might be done with "something newer and fresher than 'Disc Jockey Rocky sent me.'"

Mr. Jones concluded his address by discussing the amount the 11 compact cars on the market in 1960 would probably spend this year and wondering

Everybody bought

Group of 55 advertisers—five mobile home manufacturers, 25 suppliers and 25 trailer parks—have been co-sponsoring 20-minute segment of Bill Burrud's *Holiday* on KCOP(TV) Los Angeles each Friday for 13 weeks, since May 5. In the cooperative advertising project, the various companies have no organization, no advertising agency, but were rounded up by the sales department of Bill Burrud Productions.



OR CLEAR?

Does she filter you out or hear you through? It depends on whether her radio is tuned in—or just turned on. Listeners to the CBS Owned Radio Stations are tuned in and alert, because C-O programming demands it. It is radio for the active attention of the adult mind—not just a substitute for silence. Locally-produced C-O shows include live music, comedy, opinion forums, education, special events, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music programs. This is responsible broadcasting. It gets a responsive audience. And gets response to your advertising, too!

CBS OWNED RADIO STATIONS
REPRESENTED BY CBS RADIO SPOT SALES

CO **KCBS** SAN FRANCISCO **KMOX** ST. LOUIS
KNX LOS ANGELES **WBBM** CHICAGO **WCAU** PHILADELPHIA **WCBS** NEW YORK **WEEI** BOSTON

what percentage of this budget would go to radio. The answer, he said, depends on radio's creative solution to the problems of time availabilities, good programming and more effective advertising support.

DIRECT LINE

Agency closed circuit planned by Videotape

Within the next four to six weeks, Videotape Productions of New York Inc. will be connected via closed-circuit tv cable with at least one advertising agency. Before the end of the year it's expected that the closed-circuit arrangement will encompass other commercial production companies and many other agencies, according to plans announced last week by John B. Lanigan, vice president of Videotape Productions.

Conceived by Videotape Productions more than a year ago, the project is now being developed by the New York Telephone Co., which will set up a 30-line switchboard designed to give complete service to a large number of producers and agencies. A two-way line of audio and video communication will exist between an agency and the company handling its commercial production. Installation will be a simple operation at agencies located in many of New York's newer buildings, which are already equipped with the cables, Mr. Lanigan pointed out. Cost to an agency would include the installation charge, a monthly rental and unit use charges. "The cost would be covered in the savings on cab fare alone," he added.

Advertising agency executives will be able to sit in their own offices and watch their commercials being taped blocks away at Videotape Center, Mr. Lanigan said. They will also be able to discuss the commercials with the producer in the studio, and to cast the commercials through the use of taped files of models and announcers. Agencies with tv workshops can pipe commercial experimentation to Videotape Center for tape or kine recording. The new service will permit agency management and creative people to accept or alter commercials within moments after they have been recorded, while talent, crews and sets are still at hand.

Mr. Lanigan and Howard S. Meighan, president of Videotape Productions, also announced last week plans to move the Videotape Center from its present location in the Century Theatre to new studios designed solely for video tape production. The move would not take place for more than a year.

TvB report fills gaps on tv spot buying

Nearly every advertising agency will vouch for heavy tv advertiser use of minute announcements. But information on buying into spot programs or IDs (station identification, 10-second duration) is not so readily available.

The statistical-minded Television Bureau of Advertising this week fills in some of the gaps. TvB detailed the following in an announcement today (May 30):

- A total 236 companies spent $50,000 or more in IDs last year. The gross time purchase amounted to $64,512,000 or 10.7% of the total national and regional spot tv advertising ($605.6 million). In 1948, the gross accountable by ID purchases: $56.8 million with 189 companies spending $50,000 or more.
- A total 238 companies spent $50,000 or more in spot programs in 1959, or a total $80,385,000 representing 13.2% of all national and regional spot.

Also revealed were the brand leaders in each category. In spot programs: Colgate-Palmolive and Procter & Gamble each advertised 18 brands; American Home Products, General Mills, General Motors, Lever Bros., National Biscuit and Ralston Purina, each had nine or more brands.

The ID-heavy advertisers (each buying for 10 or more brands) American Home Products, Bristol-Myers, Colgate-Palmolive, Helene Curtis Industries, General Foods, Nalley's and Procter & Gamble.

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week May 19-25 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., May 19	Untouchables (9:30 p.m.)	ABC-TV	23.1
Fri., May 20	77 Sunset Strip (9 p.m.)	ABC-TV	20.2
Sat., May 21	Gunsmoke (10 p.m.)	CBS-TV	29.7
Sun., May 22	Alfred Hitchcock (9:30 p.m.)	CBS-TV	25.6
Mon., May 23	Danny Thomas (9 p.m.)	CBS-TV	23.5
Tue., May 24	Garry Moore (10 p.m.)	CBS-TV	20.5
Wed., May 25	Wagon Train (7:30 p.m.)	NBC-TV	21.4

Copyright 1960 American Research Bureau

A New Version of a Famous Microphone!

New BK-11A VELOCITY MICROPHONE

. . . combining all the advantages of the famous 44-BX and Junior Velocity Microphones . . . plus latest developments in modern microphone design

Here is an inexpensive all-purpose microphone offering excellent performance. Its wide-range frequency response from 30 to 15,000 cycles makes it ideal for music pickup. Its bidirectional figure-eight pattern permits placing of performers on both sides of the microphone. A three-position voice-music switch provides for the selection of the most desirable operation characteristics.

Designed for high quality studio use, its lightness makes it ideal for indoor remotes where high fidelity reproduction is essential. Like the 44-BX, it is very rugged, will provide years of dependable *every day* service. Another fine new product from the Broadcast and Television Equipment Division of RCA!

For complete information on BK-11A Microphones for stand or desk mounting, see your RCA Representative. Or write to RCA, Dept. GE-22, Building 15-1, Camden, N.J.

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

PLANS FOR TV CODE EXPANSION

NAB board meeting to review procedures

Plans to expand the NAB Tv Code structure will be reviewed at a June 2 meeting of the NAB Tv Code Review Board, to be held in Washington. The expansion was authorized by the NAB Tv Board of Directors last March.

The session will mark the first Washington business meeting of the board since its expansion from five to seven members. E.K. Hartenbower, KCMO-TV Kansas City, is chairman. He succeeded Donald H. McGannon, Westinghouse Broadcasting Co.

Membership now includes (besides Chairman Hartenbower) Mrs. A. Scott Bullitt, KING-TV Seattle; Gaines Kelley, WFMY-TV Greensboro, N.C.; Robert W. Ferguson, WTRF-TV Wheeling, W.Va.; James M. Gaines, WOAI-TV San Antonio; George Whitney, KFMB-TV San Diego, and Joseph Herold, KBTV (TV) Denver.

Expansion of the code operation includes opening of a New York office to be staffed by an assistant director. The office is to be opened during the summer, providing direct contact with advertisers, agencies and networks.

The Washington office will be enlarged with addition of James J. Gillis, 33, who will report to Harry Ward, assistant director. Edward H. Bronson is staff director in charge of code enforcement. Mr. Gillis has been at the Dept. of Justice since 1952.

The code's dues were increased recently to the highest hourly rate-card fee of member stations as of Oct. 31, 1959, with a minimum of $300 and maximum of $1,200. Network dues were increased from $1,500 to $13,000 yearly. A few complaints about the new rates have been received but the increases were generally accepted without adverse comment.

Topics on the code board agenda include proposed interpretations and amendments to code language; results of a revamped monitoring system; consideration of questionable commercials and program material, and enforcement of the new ruling covering participation announcements, adopted in March (BROADCASTING, April 4).

The board's planning committee headed by Mr. Herrold will meet June 1. Representing the NAB Policy Committee at the code sessions will be G. Richard Shafto, WIS-TV Columbia, S.C., a former code chairman.

MBS' boxscore

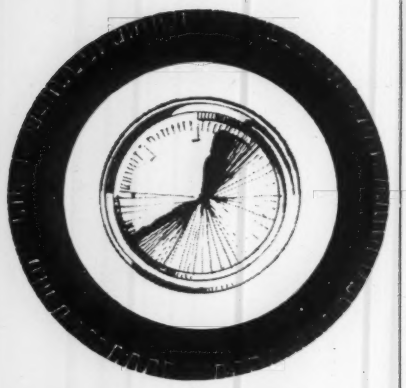
The third anniversary of Mutual's "swap" arrangement with stations will be celebrated this Thursday (June 2). A tabulation prepared for the occasion by Charles Godwin, MBS vice president for stations, shows that from June 2, 1957, to June 2, 1960, the network added as affiliates 278 stations, which had never before had network affiliation. During the same time, Mutual lost 136 stations, of which 74% had previous network association and 62 had been independents. The number of affiliates is now 455. Mutual's basic method of operation is this: It provides affiliates with newscasts on the hour and the half hour, with the station selling the former and retaining all the revenue and the network selling the latter and keeping all payment. Option time is limited to Sunday for a total of 6½ hours, for which stations are reimbursed a percentage of the rate card. Mutual employes refer to the operational concept as the "Hurleigh Plan," named after Robert F. Hurleigh, now MBS president, who is credited with having conceived the approach.

KUTV(TV) to switch to NBC-TV in fall

KUTV (TV) Salt Lake City (ch. 2) signed last week to switch from ABC-TV to NBC-TV, effective Oct. 2, and said an extensive colorcasting operation would be launched and news coverage expanded on a major scale coincident with the change. Ch. 4 KTVT (TV) is NBC's current affilate in that market.

George C. Hatch, KUTV vice president, who announced the move jointly with Harry Bannister, NBC vice president in charge of station relations, said KUTV has ordered RCA equipment for both network and locally originated colorcasts and expects to present at least 60 hours of color programming a month, starting this fall. It has not been in color, he said, because ABC-TV originates no color programs. In addition, Mr. Hatch said KUTV was at work on a project which it hoped would improve the quality of feeds of NBC to affiliates in Idaho and Montana.

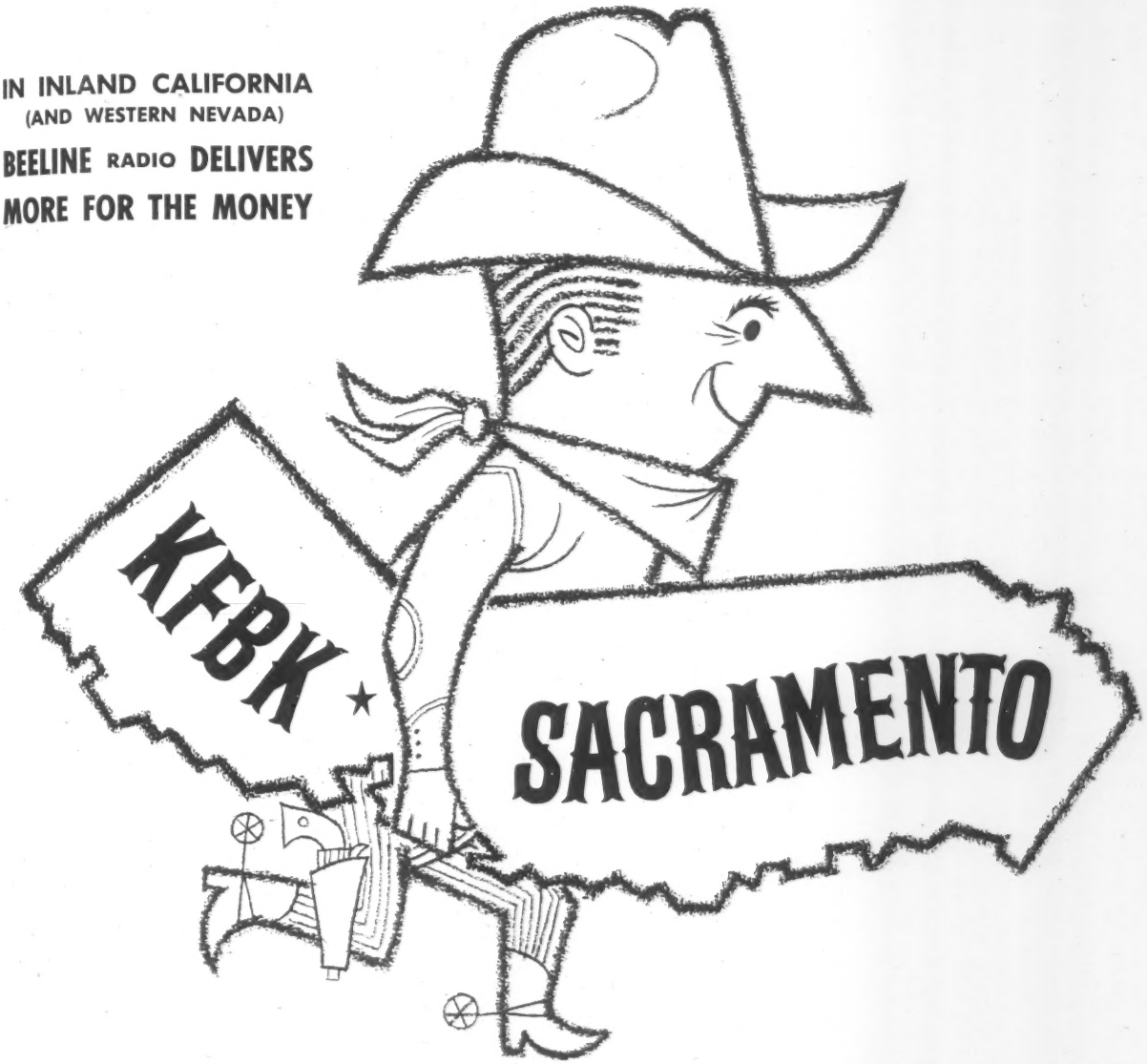
KUTV is owned by *The Salt Lake Tribune* and *The Ogden Standard Examiner*.



WJBK RADIO
IS
DETROIT

the **STORER** *station backed by 33 years of responsible broadcasting*

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)
BEELINE RADIO DELIVERS
MORE FOR THE MONEY



GOES CBS

Now KFBK is a *full-time CBS affiliate*. Top CBS news and entertainment features have been added to the already diversified and successful McClatchy programs. This will provide a balanced format which will attract more listener-loyalty than ever. And remember that KFBK is already Number One in ratings 94% of the time, 6 AM to midnight (Pulse, April '59).

Proven performance *plus new CBS programming* means your radio story gets across for sure on KFBK.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

CBS' OWN NORTHWEST COMPROMISE

Takes second Tacoma-Seattle tv affiliate, settles antitrust suit

CBS last week settled a $15 million antitrust suit by taking on two affiliates for the price of one, almost, in the Tacoma-Seattle market.

The settlement ended a triple damage suit filed against the network and KIRO-TV Seattle by KTNT-TV Tacoma on the grounds that CBS and KIRO-TV had conspired to take the CBS affiliation away from KTNT-TV.

CBS will offer both KTNT-TV and KIRO-TV as dual affiliates in the Seattle-Tacoma market. This arrangement begins June 1 and runs to Dec. 31. The rate for the combined affiliation will be the same as the present rate of KIRO-TV alone, $1,000 per Class A hour.

On Jan. 1, 1961, CBS will offer both stations at a combined rate of $1,300. Advertisers will have the choice of buying both stations at that rate, or one of the two at the $1,000 rate.

These arrangements were announced by CBS last Wednesday.

What has not been announced—and could not be confirmed—was that CBS also paid KTNT $400,000 in settlement of the multi-million dollar private antitrust suit. That a large chunk of this was for legal fees and expenses in connection with the suit, was understood to have been agreed upon.

The full details of the settlement between CBS and KTNT may never be known since the terms of the agreement do not have to be filed in court.

Surprise to KIRO ■ The settlement, it was learned, came as a surprise to KIRO officials. They learned of it Tuesday, the day before it was announced. Presumably the action against KIRO-TV will be dismissed, but there was no announcement of this.

An attempt by CBS to settle the suit some months ago was successfully resisted by KIRO, it was also learned.

CBS officials were silent last week on their reasons for settling the suit instead of defending it, but it was learned on reliable authority that the network and its legal advisers feared the consequences of a loss would be far more severe than the damages in this case alone. The network's view was that if KTNT-TV won its case, it would be all but impossible for any network to change affiliations in the future.

Dual Deal ■ The practical effects of the dual affiliation set up by the CBS settlement were the subject of conjecture last week. It was pointed out that CBS, like other television networks, no longer has a must-buy policy requiring advertisers to purchase certain stations in a network lineup. Hence advertisers cannot be forced to take both KTNT-TV and KIRO-TV, or one in preference to the other, or either, for that matter.

CBS-TV officials last week took the position that the added coverage provided by both stations, as compared with that provided now by KIRO-TV alone, would easily justify the $300 extra it will cost advertisers to buy both after Jan. 1.

The $1,300 combined rate for both the CBS-TV affiliates will be roughly comparable to the rates of the affiliates of other networks in the market, CBS-TV officials pointed out. The present CBS rate of $1,000 for the market is under the others.

Both KTNT-TV and KIRO-TV are vhf stations; KTNT-TV is on ch. 11 and KIRO-TV on ch. 7. There are three other v's in the Tacoma-Seattle market, KING-TV (ch. 5), an NBC affiliate; KOMO-TV (ch. 4), an ABC affiliate; and KTVW (TV) (ch. 3), an independent.

Charge of Secrecy ■ KTNT-TV's treble-damage suit, a civil antitrust action, was filed in 1958. The station, which is owned by the Tacoma *Tribune*, alleged that CBS and KIRO had a secret understanding that was put into effect in February 1958 when KIRO-TV went on the air. Before that KTNT-TV had been the CBS-TV affiliate since 1953. KTNT-TV said that the CBS-KIRO deal violated the Clayton Act.

Last April U.S. District Judge William J. Jameson denied a CBS motion for dismissal of the suit. The case was scheduled to go to trial July 12 in federal court in Tacoma.

In announcing the new affiliation of KTNT-TV last week, CBS made no mention of the lawsuit. Neither was the suit mentioned in an announcement put out by KTNT-TV.

George F. Russell, president of the Tacoma Tribune Publishing Co., said the reason for the revived affiliation was "CBS's desire to increase the audience for its program in the entire Puget Sound area to a competitive level with the audiences of other networks."

He said the KTNT-TV would make CBS-TV programs available "to many residents of the Puget Sound area who do not now receive a satisfactory signal."

Back in the fold ■ After 24 years, WEAN Providence, R.I., returns to CBS Radio July 10 as full primary affiliate. WEAN was one of original 16 CBS outlets starting in 1927. H. William Koster (c) studies new affiliation contract in company of William A. Schudt Jr. (l), vice president in charge of CBS Radio Affiliate Relations, and Arthur Hull Hayes, CBS Radio president. WEAN has been affiliated with Yankee Network and was with MBS until last year when WRIB Providence became Mutual.

IT'S BEEN AN "AWARDING" YEAR AT WGN-TELEVISION!

award–

Our thanks to Sigma Delta Chi for selecting the WGN-TV News department to receive the Sigma Delta Chi Television Reporting Award for 1959. To quote from the citation: "In its coverage of an air crash near Midway Airport, WGN-TV displayed an ability, not only to get the story in the face of obstacles, but to get it accurately, completely, effectively, and uniquely. All in all, the coverage was full, complete, well-rounded and technically excellent."

award–

The coveted 1959 Peabody Award for "television entertainment, musical" was won by WGN-Television's "Great Music from Chicago."

award–

The Radio-TV Mirror Award for "the best musical program in the Midwest" was won by "Great Music from Chicago."

WGN-TELEVISION

CHICAGO

Quality • Integrity • Responsibility

WAYNE C. LILES · STATION KWTV
1959 NATIONAL WINNER
ANIMAL AGRICULTURE AWARD
FOR FARM DIRECTORS
IN RECOGNITION OF OUTSTANDING SERVICE TO ANIMAL AGRICULTURE THROUGH THE PROMOTION OF IMPROVED MANAGEMENT, NUTRITION FEEDING AND MARKETING PRACTICES
PRESENTED BY
AMERICAN FEED MANUFACTURERS ASSOCIATION, INC.
KWTV
OKLAHOMA CITY

we really rate down on the farm

...in fact, KWTV's Farm Director Wayne Liles is 1959 National Winner of the Animal Agriculture Award for Farm Directors

This coveted Animal Agriculture Award was presented to KWTV's Farm Director Wayne Liles at the 52nd Annual Convention of the American Feed Manufacturers Association in Chicago.

The basis for judging KWTV's Wayne Liles the National Winner, is set by the Association as follows:

1. Interest and ability to hold the farmers' attention, convey the latest information and stimulate constructive action.
2. Encourage most economical production of livestock and poultry of highest quality, fitting best into market demands.
3. Good balance between management, nutrition, breeding, animal health, labor saving, finance, marketing, consumer education, and youth activities.
4. Participation in field days, tours, contests, special promotions and assistance in animal agriculture activities.
5. Results from the above activities in terms of special developments.

KWTV Farm Programming

Morning News and Farm Markets
7:30 to 7:45 A.M., Monday through Friday—News of rural interest with livestock reports direct from Oklahoma City stockyards.. Also grain and poultry markets.

Farm News and Markets
12:15 to 12:30 P.M., Monday through Friday—Farm news with daily film reports on livestock quotations, with owners name and address, class and grade of stock, weights, prices, and name of purchasers.

Saturday Farm Show
12:30 P.M., Saturday—The emphasis is on state farm youth activities in 4-H, FFA and FHA.

KWTV
CBS
OKLAHOMA CITY

70,000 miles are covered each year by the KWTV Farm Reporters. Here Farm Director Wayne Liles shoots field sound-on-film from atop one of the farm station wagons specially equipped for complete mobile operation.

Farm youth accomplishments are continually spotlighted by KWTV. Associate Farm Director Jim Hedrick (second from left) interviews Grand Champion lamb owner at livestock show, as purchaser and Oklahoma Governor Edmondson (far right) look on.

Cattle is Oklahoma's major product in the state's No. 1 industry—Agriculture. Livestock reporter Bill Hare shoots film for the video portion of KWTV's daily market report. Hare reports audio portion direct from the stockyards.

Cover the KWTV 54-County Community from The TOWER with SALESpower in Oklahoma!

EDGAR T. BELL, *General Manager*
JACK DeLIER, *Sales Manager*

Represented by Edward Petry & Co., Inc.
The National Station Representative

Chicago council lifts radio-tv access ban

Chicago broadcast executives last week won a qualified victory in their fight to cover city council proceedings with the tools of their trade. But they'll have to wait until next fall for a decision on permanent unrestricted access.

That was the sum and substance of an "agreement" reached by station managers and news directors of Chicago's four commercial tv stations and the council's rules committee headed by Alderman Harry L. Sain.

Each station agreed to carry one taped two-hour telecast of a council meeting as a public service "without prejudice to the right of free access for television news coverage." The meetings will be video-taped and carried the following Saturday by ABC's WBKB (TV) on May 27, CBS' WBBM-TV on June 10, NBC's WNBQ (TV) on June 24 and independent WGN-TV on July 7.

Broadcasters also won the "privilege" to abstract audio or video recording highlights for spot newscasts prior to the Saturday public service telecasts and to edit the telecasts to two hours if the meetings run longer.

Each station will provide its own newsmen and announcers for its assigned telecast. Duplicate tapes will be supplied to the other stations for spot news purposes.

The formula was reached by station managers, news directors and aldermen on the rules committee after considerable controversy.

A Modification ■ It is intended as a modification of a plan suggested by Sterling C. Quinlan, ABC vice president, who offered WBKB's facilities for a periodic public affairs telecast on an experimental basis. Other stations pointed out the offer should not be made a contingent for gaining equal access to spot news (BROADCASTING, May 23)

Other major principals involved in the equal access fight were Clark George, vice president of CBS-TV stations div. and general manager of WBBM-TV; Ward L. Quaal, vice president and general manager of WGN-AM-TV; Lloyd E. Yoder, NBC vice president in charge of WNBQ and WMAQ; William Garry, news and public affairs director of WBBM-TV; Tom Foy, news director of WGN-AM-TV; Frank Jordan, news director of WNBQ and WMAQ and Con O'Dea news chief of WBKB which planned to air the first public affairs telecast Saturday (May 28). The council recesses for the summer after July 7.

Station managers and rules committee members feel the experiment is designed to "explore all facets" of tv coverage and that it's conceivable that telecasts of the meetings would resolve all opposition to full news coverage. Primarily, the aldermen have been concerned mostly with editing of film and tape which, they've often felt, presented their views and physical gestures out of context. (Few of them objected to radio-tv newsmen and commentators covering council meetings with paper and pencil.)

Meanwhile, attorneys for the city of Chicago, acting on behalf of the council aldermen, have filed a petition in circuit court seeking dismissal of the mandamus action brought by the state's attorney, Benjamin Adamowski of Cook County. It's felt the state's attorney's suit might have been rendered somewhat moot in view of the rules committee's decision, but it was understood that legal action would be pursued until the council's rules are amended to remove the radio-tv ban.

A request

Gene Potts, disc jockey for WGIV Charlotte, N. C. (known as Genial Gene to his listeners) was not particularly surprised when a man wandered into his studio at 7:35 a.m. one morning last week and requested a tune. "Mary, Don't You Weep," was the title and it was to be dedicated to the man's mother. What did unsettle Mr. Potts was the man's name—Millott Faust—because every policeman in town had been out on an all-night manhunt for him in connection with the slaying of a patrolman. The disc jockey told the fugitive he should give himself up. Later Mr. Potts said he thought this is what Mr. Faust had in mind and that "it seemed he just needed someone to simplify things for him." Mr. Potts told a minister, who conducted an early-morning show at that time, that he would run the religious show if the clergyman would escort the fugitive to the police station. The minister agreed and Mr. Potts alerted the law that its search was over.

Rep agreement signed

A reciprocal representation agreement between NBC and Regie No. 1, exclusive advertising representative for Europe No. 1 radio station in Paris was signed last week by NBC Board Chairman Robert W. Sarnoff and Marcel Bleustein-Blanchet.

An announcement from NBC last

week stated that the network will serve as advertising representative in the U. S. for Regie No. 1 and the latter organization will serve the network in Europe in a similar capacity. It was learned that the agreement is more far-reaching, including plans for an exchange of programming; the providing of professional assistance by NBC to Regie No. 1, and investment by the network in M. Bleustein-Blanchet's various enterprises. He heads the largest advertising agency in France and has a controlling interest in Regie No. 1.

NAB names members for two committees

Two committees—Finance and By-Laws—were appointed last week by the NAB Policy Committee, temporary guiding body of the association.

Named to the Finance Committee, which consists of NAB board members, were: Radio Fund—Merrill Lindsay, WSOY-FM Decatur, Ill., chairman; Thomas C. Bostic, KIMA Yakima, Wash.; Frank Gaither, WSB Atlanta; Joseph M. Higgins, WTHI Terre Haute, Ind.; Rex Howell, KREX Grand Junction, Colo., and Richard H. Mason, WPTF-FM Raleigh, N.C.

Tv Fund—W. D. Rogers, KDUB-TV Lubbock, Tex., president; Campbell Arnoux, WTAR-TV Norfolk, Va.; Clair R. McCollough, Steinman Stations; Eugene S. Thomas, KETV (TV) Omaha, Neb.; Willard E. Walbridge, KTRK-TV Houston.

Co-chairmen of the By-Laws Committee are Dwight W. Martin, WAFB-TV Baton Rouge, La., and John F. Patt, WJR Detroit. Other members are Henry B. Clay, KTHV (TV) Little Rock, Ark.; William B. Quarton, WMT-TV Cedar Rapids, Iowa; B. Floyd Farr, KEEN San Jose, Calif., and Harold Hough, WBAP Fort Worth.

Members of the policy group are Mr. McCollough, chairman; Mr. Lindsay, and G. Richard Shafto, WIS-AM-TV Columbia, S.C.

New home for WJXT

WJXT (TV) Jacksonville, Fla., last week moved into its new $1 million-plus Broadcast House. The building contains 40,000 square feet, twice the size of former quarters, and includes two identical studios, three conference rooms, two lobbies and two video tape machines. On May 26, WJXT broadcast a "tour" of the new facility and has welcomed group tours and is offering twice-weekly public tours. Each guest is given a 20-page booklet describing the building and station operation.

Two fire-destroyed stations back on air

Last week two stations rose like the phoenix from the ashes of fires that had completely razed their facilities. WSPA-AM-FM-TV Spartanburg, S. C., lost no air time after its studios were gutted by a May 16 fire (BROADCASTING, May 23). KCFM (FM) St. Louis was knocked out for one week following a blaze May 13 and is now back on the air with a stronger signal.

The St. Louis fire destroyed two transmitters, a 10kw and a 3kw, three complete studios, all equipped with dual-channel boards, three newly-purchased tape recorders and two others, in addition to other broadcasting equipment. Last to collapse was the station's new tower. KCFM is now occupying temporary studios atop Boatman's Bank Building and transmitting with 96 kw power.

WSPA has leased a large one-floor building at 123 N. Converse St. for temporary offices and studios. The radio facilities are operating from auxiliary studios at the transmitter on highway No. 23, while WSPA-TV broadcasts from auxiliary studios at the transmitter on Paris Mountain near Greenville, S. C. Walter Brown, president of the stations, says plans will be started for new and modern facilities "just as soon as we are back to the normal operation from our temporary quarters."

Rep appointments

- WCAE Pittsburgh: Daren F. McGavren Co., N.Y.
- KAPE San Antonio: Forjoe & Co., N.Y.
- WMAY Springfield, Ill.: Daren F. McGavren Co. as national representative.
- KVFM (FM) San Fernando, Calif., will hereafter be represented by its own station sales staff.
- KARD-TV Wichita, Kan.: Peters, Griffin, Woodward Inc., N.Y.
- KNOB-FM Los Angeles; KAFE-FM San Francisco; KCMS-FM Colorado Springs; KCJC-FM Kansas City; KHFM (FM) Albuquerque; KEEZ-FM San Antonio and WEBH-FM Chicago: Modern Media FM Sales, Detroit.
- KPEN (FM) San Francisco: Western Fm Broadcasting, Hollywood.
- KENT Shreveport, La. appoints Forjoe & Co., N.Y. as national representative.
- WINN Louisville, Ky.: Daren F. McGavren Co., N.Y., effective June 1.

Keystone now has 1090 affiliated stations and is still growing

Keystone covers practically 100% of the C & D counties in the U.S.A. and is program-tailored for local interest.

Keystone delivers 87% coverage of all farm markets in the country, the greatest farm market coverage available, and at a cost that will surprise you. Buying Keystone gives you a personal representative in each market.

Keystone offers PLUS MERCHANDISING, specifically designed to fortify your advertising at the point of sale. Case histories are available for your examination. KEYSTONE advertising WORKS at the consumer level and at the dealer level!

Our 20th year — Established 1940

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

CHICAGO
111 W. Washington St.
STate 2-3900

SAN FRANCISCO
57 Post St.
SUtter 1-7440

DETROIT
612 Penobscot Building
WO 2-4595

Keystone Broadcasting System, Inc. Dept. B-4
111 West Washington St., Chicago 2, Ill.

Please send us your complete station list and your farm market coverage survey.

Name_____

Address_____

Company Name_____

Advertisement

Pulse Beat

Unlisted telephone headaches: If you have an unlisted number in New York, here is an announcement anyone using data derived in any way from telephone techniques should study, an extra headache, and a further weakening of the reliability of telephone-produced data or diary derivatives.

The New York Telephone Company says, in a May enclosure to subscribers with private numbers, here quoted:

"The top line of your enclosed bill includes a charge of 50 cents a month for your unlisted telephone number—a special service for you which requires extra work to make sure your number is not published or given out.

"This new charge is covered by tariffs on file with the Public Service Commission and is being applied in connection with the printing of your new directory this month.

"As we explained in our recent letters to you, there has been a sharp increase in the demand for unlisted numbers. If it continues, it confronts us with the prospect that from a fourth to a third of our residence customers might eventually refuse to be listed in the directory . . .

"One in every nine unlisted. In May 1959, at the time the new tariffs were filed, there were nearly 400,000 unlisted numbers in the New York metropolitan area. This was one in every nine of our 3,500,000 residence customers. The number had been increasing at the rate of one for every two residence telephones added. In two years it had gone up to 80,000. If it were to grow at this rate, it is not hard to visualize 750,000 — even a million — telephone numbers unlisted."

Pulse uses face-to-face interviewing: no phones; simply a lot of shoe-leather, a strong thumb for pressing the doorbells of the nation—270 markets plus! your assurance of getting the 100% full sample—the same, constant, reliable base.

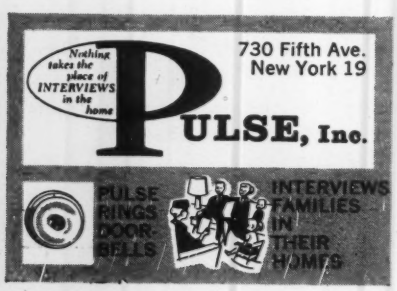

Nothing takes the place of INTERVIEWS in the home
PULSE, Inc.
730 Fifth Ave.
New York 19
PULSE RINGS DOORBELLS
INTERVIEWS FAMILIES IN THEIR HOMES

Image more important than numbers

The results of a private survey by MBS among 103 policy-creating advertising agency executives indicate that the "image" of a radio station is "as important, if not more so" than the number of listeners to an outlet.

A synopsis of the survey among chairmen, presidents and vice presidents in charge of radio-tv for agencies, was sent to mutual stations last week. Robert F. Hurleigh, president, stressed that the survey showed that these top-echelon executives were cognizant of the importance of "quality radio" and these decision-makers now are starting to "educate clients and their own agency subordinates to such approaches to media buying in radio."

Mr. Hurleigh added that the survey reveals that top-level agency officials do not fear provocative programming. They insist upon service to the community and suggest the networks offer that type of programming which local stations cannot provide. The "image" of a station favored by most of the top agency officials was one that projected "aggressiveness, forthrightness, honesty, community service."

The silent treatment

The Communist Party of the U.S.A., New York, which sent letters on May 17 to all seven New York television stations for information on time availabilities and the cost of a quarter-hour telecast, had not heard from a single station a week later. Philip Bart, national organization secretary, said last week that no decision had been made on what the next step will be but the request probably would be renewed.

Mr. Bart said the party would like to purchase time on a weekday evening on any one of the seven stations for presentation of its views on recent, important international events, especially those pertaining to the peace and security of the U.S. He indicated that one of the organization's officers would be designated to give the tv talk after the time is secured. Radio time may be considered at a later date, Mr. Bart said.

■ Media reports

Moscow bureau reopens ■ The CBS News Moscow bureau has reopened under the direction of Marvin Kalb, CBS News specialist in Russian affairs, it was announced last week by John F. Day, vice president, news. The bureau has been closed since October 1958.

WPEN to MBS ■ WPEN Philadelphia is to join Mutual today (May 30). The station, on 950 kc with 5 kw, is owned by William Penn Broadcasting Co. William B. Caskey is executive vice president.

NBC's five ■ NBC-TV this summer is making available unsold minutes within five prime-time evening programs to its affiliates for local or spot sale, the time subject to network recapture after two-week notification. The programs are *Law of the Plainsman* (Thur., 7:30-8 p.m.), *Cimarron City* (Fri., 8:30-9:30 p.m.), *Moment of Fear* (Fri. 10-11 p.m.), *Head of the Class* (Fri., 8-8:30 p.m.), and *Music on Ice* (Sun., 8-9 p.m.). Minutes as a rule are accommodated three in a half-hour program and six in hour shows.

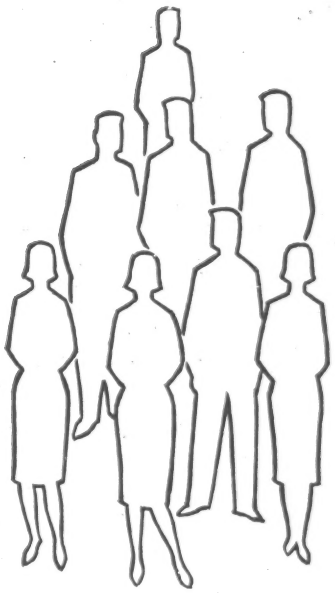
Upward and outward ■ WPAT-FM Paterson, N.J., has started broadcasting from its new transmitter site atop the Chrysler Tower in midtown Manhattan. According to Dickens J. Wright, president of WPAT-AM-FM, the move from Clifton, N.J., gives the fm outlet a signal reaching an estimated 17 million people and 5 million homes. Mr. Wright says available sources show at least 50% of the homes are equipped with fm receivers.

Sign for conventions ■ Radio Press International, N.Y., has signed 53 radio stations in 30 states for its coverage of the political conventions this summer. The voiced news service will send a news team of six reporters to both Los Angeles and San Francisco. RPI's overseas news staff will report international reaction to the conventions' developments.

Lucky 13 ■ The Bolling Co. has opened a Minneapolis office, to be managed by James D. Bowden. The office, the thirteenth Bolling branch, is located at 1102 Northwestern Bank Building.

New rate card ■ WCBS-TV New York reports that a new rate card, No. 21, will become effective June 1. Changes range from an increase of 5 or 6% in prime evening spots and *The Late Show* participations to 13% for *The Early Show* participations.

Davis memorial ■ Establishment of an Elmer Davis Memorial Fund in memory of the late reporter, broadcaster and author, has been announced by Columbia U. The gift, presented on the second anniversary of Mr. Davis'



The tax 8 out of 10 don't know about

One of the federal government's largest business activities is the production of electric power . . . but 80% of the American people have not yet realized the government has been using their taxes to pay for it.

MULTI-BILLION DOLLAR BABY

To date, more than $5,000,000,000 in federal tax funds have gone to put government into the electric light and power business. And the proponents of this federal "public power" are after another $10,000,000,000 —much of it likely to come from the unsuspecting taxpayer.

This free-handed spending of the taxpayers' money has slipped by almost unnoticed for several reasons. First, there has never been a named "public power tax," to alert the taxpayer. Second, there has been no full-dress national discussion of the matter. And it has been traditional to disguise power spending as "incidental" to such government activities as flood-control, irrigation and navigation.

THE $10,000,000,000 THREAT

"Public power's" pressure groups apparently count on that same anonymity and lack of understanding to get the $10,000,000,000 more.

But there is no *real* need for such spending. The hundreds of independent electric companies are able and ready to supply all the electricity the nation can conceivably need—without tapping the taxpayer. The companies have proved they have the financing, the know-how and the responsibility to do it.

THE QUESTION THAT OUGHT TO BE PUBLIC

Shall the cost of new electric plants be put up by investors—or will the long-suffering taxpayer have to pay most of the bill? The answer will affect future tax levels, inflationary pressures, and the extent of government encroachment into all business.

Unnecessary taxing is only part of the full story. The coupon below will bring you facts, quotes and figures in a new free booklet, "The Story Behind the Electric Power Picture." A few of the topics covered are labor's attitude toward "public power," and the effects on communities everywhere of subsidized power and growing government control.

AMERICA'S INDEPENDENT
ELECTRIC LIGHT AND POWER COMPANIES

POWER COMPANIES
Room 1113-U, 1271 Ave. of the Americas, New York 20, N. Y.

Please send promptly the material checked below:

☐ The new free booklet, "The Story Behind the Electric Power Picture"

☐ Names of companies that sponsor this advertisement

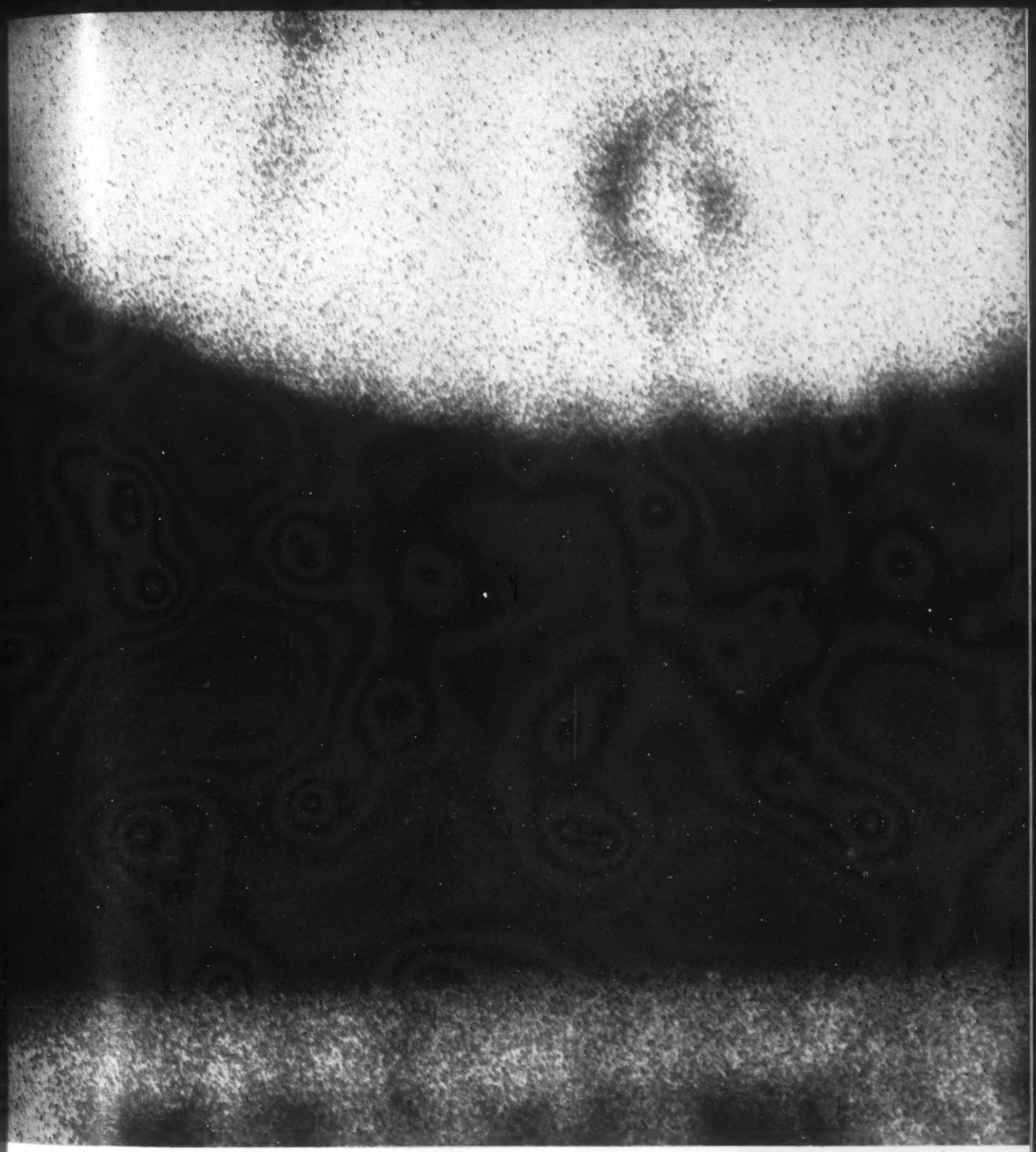
NAME_____
(Please print)

ADDRESS_____

CITY_____ ZONE____ STATE_____

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT **KDKA-TV PITTSBURGH**

Most national and local advertisers of all Pittsburgh TV stations—confirmed by BAR, December 1959. And that's not all! □ Strongest local programming of all Pittsburgh TV stations! Stronger personalities to give products their endorsement! Kids' shows, women's shows, news shows–



ll rated FIRST in their time periods by NIELSEN. □ Any year, any time . . . largest share of audience* of all Pittsburgh stations! Look as far back as you like and you'll find KDKA-TV consistently ahead of any other Pittsburgh station. □ Most first-rated news shows of all Pittsburgh TV stations!* □ That's why, in Pittsburgh, no spot TV campaign is complete without the WBC station,

KDKA 2 TV
PITTSBURGH

*Pgh. area N.S.I., Feb., 1960

©© WESTINGHOUSE BROADCASTING COMPANY, INC.

Represented by Television Advertising Representatives, Inc.

SEAL OF GOOD PRACTICE
TELEVISION CODE

death, is to be administered by the university's Graduate School of Journalism, and will finance a continuing series of lectures dealing with significant aspects of the mass communications field. The talks will also be taped and filmed for broadcast.

Commercial-free Sundays ■ KADO Marshall, Tex., has adopted a total "good music" policy, banned rock 'n' roll from its schedule and henceforth will accept no commercial announcements on Sundays. General Manager Bill Wells says he feels the public is entitled to one day a week with nothing but music, news and special broadcasts uninterrupted by commercials.

Change of quarters ■ Forjoe & Co., station representatives, New York, has moved from 580 Fifth Ave. to new offices at 230 Park Ave., zone 17. New phone: Oregon 9-6820.

Posthumous honor ■ William Golden, creative director of sales promotion and advertising for the CBS-TV network until his death last October, was honored posthumously May 13 with the 13th annual award of the National Society of Art Directors, at a dinner given by the Philadelphia Art Directors Club. In the principal address, John Cowden, network vice president in charge of information services, praised Mr. Golden as one who "was willing to sacrifice anything—including his own advancement [he once turned down a network vice presidency]—if he felt it stood in the way of better design and better advertising." The CBS "eye" is one of Mr. Golden's creations.

RPI signees ■ WAKR Akron, Ohio, and CFPL London, Ont., are new subscribers of Radio Press International, voice news service.

Seven stations win Sloan safety awards

Seven radio and tv stations and six broadcast advertising sponsors are winners of the 1959 Alfred P. Sloan radio-tv awards for highway safety. Recipients were honored last Tuesday (May 24) at the 12th annual awards dinner in New York, at which Mr. Sloan, former head of General Motors Corp., urged the broadcasting industry to use its resources to create greater public understanding of the need for better and safer highways.

Mr. Sloan presented the plaque awards to the following: WICC Bridgeport, Conn. (1 kw or less sustaining category); KNUZ Houston (special award in the 1kw or less sustaining category); WGN Chicago (over 1 kw); KLON-FM Long Beach, Calif., (non-commercial educational radio); KDKA-TV Pittsburgh (tv sustaining category); WJRT (TV) Flint, Mich. (special award in tv sustaining category); WMVS-TV Milwaukee, (non-commercial educational tv); Schneider Oil Co., Salem, Va. (under 1 kw radio station commercial category. WBLU Salem, Va.); Allis-Chalmers Mfg. Co., Milwaukee (1 kw or over radio commercial category, WTMJ Milwaukee); Standard Oil Co. (Indiana), Chicago regional radio, network commercial category, 23 stations in 14 states); Esso Standard Div., Humble Oil & Refining Co. (national radio network commercial category); H.H. Meyer Packing Co., Cincinnati (tv station commercial category, WLWT (TV) Cincinnati), and R.J. Reynolds Tobacco Co., Winston-Salem, N.C. (tv network commercial category).

No awards were conferred in the sustaining categories of regional or national radio and tv networks. The awards are sponsored by the Alfred P. Sloan Foundation and administered by the National Safety Council.

Changing hands

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 78).*

■ KSLA-TV Shreveport, La.: Sold by group headed by Henry E. Linam to KSLA Inc. for $3,396,916. Purchasers are the Journal Publishing Co. (a group headed by Douglas F. Attaway, president), 61.37%, and others. The Journal Publishing Co. publishes the *Shreveport Journal.*

■ KSJO-AM-FM San Jose, Calif.: Sold by Santa Clara Broadcasting Co. to a group headed by Riley Gibson for $350,000. Patrick H. Peabody, chairman of Santa Clara Broadcasting, will retain 25% interest in KSJO and continue as chairman of the new company. Others in the purchasing group are Douglas Anderson and George McConnell, partners in the Los Angeles advertising agency, Anderson-McConnell, and Howard J. Haman, general manager of KXOA-AM-FM Sacramento. Purchasers also own KXOA-AM-FM as well as KAGO Klamath Falls, Ore.

■ KAFP Petaluma, Calif.: Sold by Broadcast Assoc. Inc. (a group headed by William Oliver, president) to Lloyd Burlingham for $115,000. Mr. Burlingham is owner of KCVR-AM-FM Lodi, Calif., and majority stockholder in KNOG Nogales, Ariz.

MIDWEST AM-TV ***$600,000***

Interesting package of two network television and two radio stations. $100,000 cash and balance over ten years.

CALIFORNIA ***$250,000***

Growing industrial coastal market. Good cash flow that permits payout from earnings. Fulltime facility, 29% down and reasonable terms.

IOWA ***$150,000***

Profitable fulltime facility in good market. Ideal for owner-operator. $43,500 cash down payment.

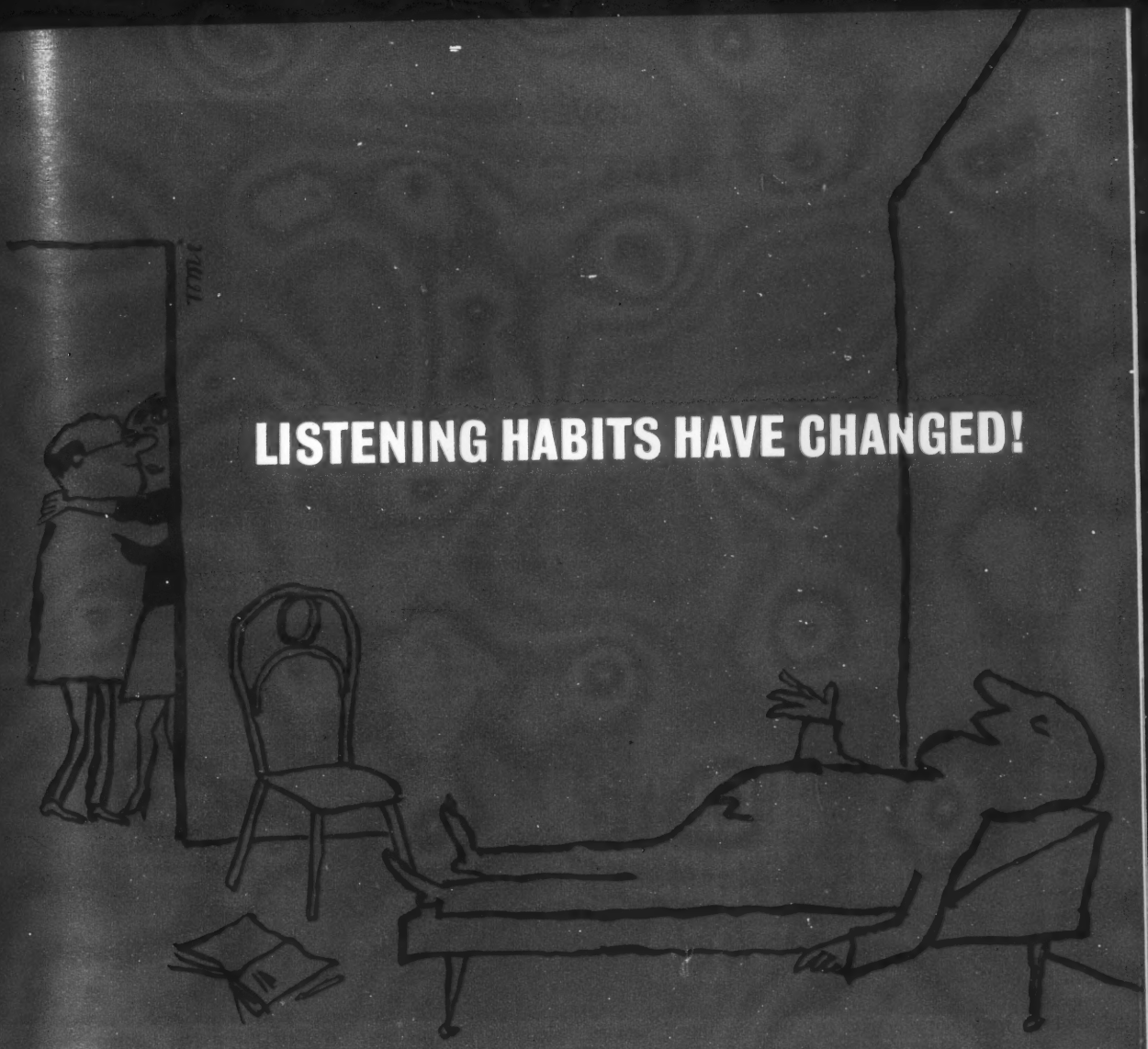
NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JArkson 5-1576	CRestview 4-2770



LISTENING HABITS HAVE CHANGED!

...in Cleveland, WHK is Now No. 1

Latest analyses of Cleveland radio reveal that affection has been transferred to WHK, thanks to Metropolitan's unique Gestalt of service, news and showmanship. The *New* WHK delivers Cleveland's largest audience,* and advertisers are reorienting. For more insight into this development, consult with Blair, or V.P. and General Manager Jack Thayer (EXpress 1-5000).

WHK Cleveland

A station of the Metropolitan Broadcasting Corporation

*TOTAL MEASURED TIME PERIODS, JANUARY — MARCH, 1960
**AVERAGE TOTAL SHARE OF AUDIENCE, IN AND OUT-OF-HOME, MARCH, 1960

A SEC. 317 THAT'S MORE DIGESTIBLE

Final details on identification legislation are being ironed out

A way out of the Sec. 317 mess that would make everybody happy—the House Commerce Committee headed by Rep. Oren Harris (D-Ark.), the FCC, NAB, ABC, CBS and NBC—appeared set last week.

After several weeks of study, the committee apparently has agreed on legislation suggested by NBC in a statement (BROADCASTING, April 25) and CBS in testimony on HR 11341 (BROADCASTING, April 18), and incorporating suggestions by other witnesses.

Still in disagreement among committee members after they met last Wednesday in closed session with attorneys representing broadcasters to consider a redraft of HR 11341:

■ The bill's provision for 10-day suspension of license at the FCC's discretion. NAB and the three networks oppose it and told the committee they feel there are other remedies to discipline licensees just as effective as suspension and involving less hardship on the public. The FCC favors the suspension power and Rep. Harris reportedly hopes to keep that provision in the bill.

■ The measure's provision permitting payoffs among applicants for a new broadcast permit only if payments do not exceed actual out-of-pocket expenses incurred in prosecuting an application. The industry is lined up against this on grounds it would discourage *bona fide* mergers, i.e., where an applicant under present practice agrees to withdraw on condition he receive a specified interest in the remaining applicant, such interest could be interpreted as exceeding his actual expenses. (The redrafted bill has dropped an earlier provision that the FCC would be required to reopen the case and accept new applications where payoffs have occurred, even though approved by the FCC as proper.)

(The redraft also has dropped a provision making mandatory a local hearing on applications for new station construction permits or major changes in facilities, leaving this discretion to the FCC. Its quiz rigging sanctions, following the FCC's suggestion, cover only contests of intellect or chance, excluding games involving physical skills.)

Architects of Compromise ■ The redraft of Sec. 317, which the House committee apparently has agreed to, was made in consultation with Vincent Wasilewski, NAB director of government affairs; Vernon Wilkinson, attorney representing ABC; Thomas K. Fisher, CBS-TV vice president and general attorney, and Thomas E. Ervin, NBC vice president and general attorney.

It incorporates NBC's suggestion of two laws setting up a "chain of responsibility" by which non-licensees would be required to notify the licensee of payments which would require a sponsorship or identification announcement. This "disclosure statute" (not an amendment to the Communications Act) would apply to station employes, networks and employes, independent program producers and employes, and those seeking exposure of persons, products, services, trademarks or brand names on the station. Sec. 317, in turn, would require the licensee to make an "appropriate announcement" as required by the section and to exercise "reasonable diligence" in carrying out Sec. 317 provisions.

Architects ■ These four broadcast attorneys pooled ideas to make most of the Harris payola bill palatable to all. L to r: Thomas K. Fisher, CBS-TV vice president and general attorney; Thomas E. Ervin, NBC vice president and general counsel; Vernon Wilkinson, attorney for ABC; Vincent T. Wasilewski, NAB director of government affairs.

Along lines suggested by Mr. Fisher, the new bill narrows the definition of "services or valuable consideration" by excluding services or property furnished free or at nominal cost unless it is given in consideration for identification of any person, product, service, trademark or brand name beyond that "reasonably related" to the use of such service or property in the broadcast.

The industry representatives in comments said they cannot believe Congress intended the strict interpretation given Sec. 317 by the FCC in regard to free records. They acknowledged some promotional benefit is "inherent" in the very use of a product on the air, but thought an announcement would give it extra promotion. On the other hand, undue "pitch" or "plug" type use on the air of a product furnished by a supplier constitutes payment for advertising and should require an announcement, they said.

The group cited 27 typical examples to show how certain situations might, or not, require an announcement.

Label Requirements ■ The bill, as redrafted, authorizes the FCC to require announcements in any instance of political broadcasts or discussion of controversial issues where program material is furnished free or at nominal cost. It authorizes the FCC to waive requirement for announcement where it feels the public interest doesn't require one, authorizes the FCC to prescribe rules to carry out its provisions and would apply to situations which occur only after enactment.

The FCC approved of the draft, with minor differences. The agency said the bill's broad language raises problems of where to draw the line on the permissible degree of identification to be allowed without the necessity of an announcement, and suggested the industry group's 27 example situations and commentary be included in the committee's report so as to express congressional intent, adding that perhaps the committee could provide similar suggestions or set out specific guidelines so the commission could place "reasonable interpretation" on the bill's language.

The agency felt the term "reasonable diligence" would enable it to hold the licensee to his responsibilities. But it felt the retroactivity exemptions shouldn't be allowed to permit the carrying out, after enactment, of prior agreements and asked that this provision be deleted.

Talk about a stacked deck! This one's packed with aces—and they're all being dealt to you. Sylvania offers a powerful "hand" of hard-working, high-efficiency Mercury-Vapor Rectifiers for your power supply replacement needs.

You'll find these husky Rectifiers have the kind of stamina that means longer working hours, reduced maintenance time. Your station management will value that Sylvania brand of quality because it offers lower tube costs per hour of operation.

Deal yourself in! Phone your Sylvania Industrial Tube Distributor for prompt delivery on Mercury-Vapor Rectifiers and all Sylvania Tubes for AM, FM, VHF, and UHF. Ask for the descriptive "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 125, 1100 Main Street, Buffalo, New York for your copy.

POPULAR SYLVANIA MERCURY-VAPOR RECTIFIERS

Sylvania Type	Maximum Anode Ratings Voltage (Vdc)	Current (Adc)
575-A	15,000	6.0
673	15,000	6.0
857-B	22,000	20.0
866-A	10,000	1.0
869-B	20,000	10.0
872-A	22,000	20.0
8008	10,000	5.0

SYLVANIA

Subsidiary of GENERAL TELEPHONE & ELECTRONICS

$100 WEEKLY BUDGET?

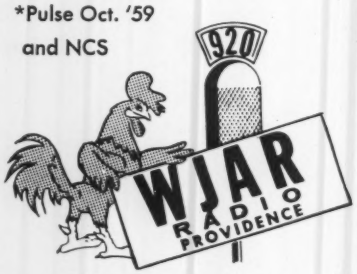
On *WJAR*, you'll get 147,777 home impressions on a 6 to 9 a.m. schedule, 158,730 on a 9 a.m. to 4 p.m. schedule, or 164,190 on a 4 to 7 p.m. schedule, with a higher proportion of *adult* buyers, and the *lowest* cost per thousand impressions on *any* Providence station.*

$200 WEEKLY BUDGET?

On *WJAR*, you'll get 394,072 home impressions on a 6 a.m. to 9 a.m. schedule, 423,280 on a 9 a.m. to 4 p.m. schedule, or 437,840 on a 4 p.m. to 7 p.m. schedule. WANT *RESULTS*? BUY *ADULTS* at the lowest cost per thousand in the market.*

"QUALITY IS WELCOME EVERYWHERE"

*Pulse Oct. '59 and NCS



Sister station of WJAR - TV

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

A brighter side to the 317 mess

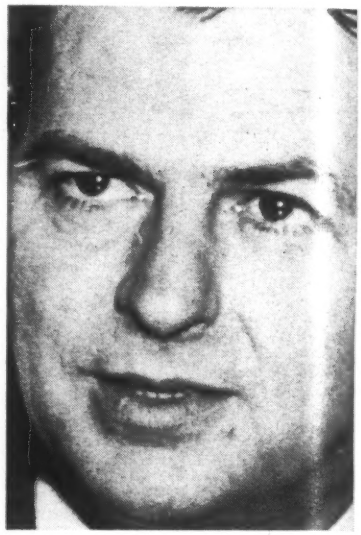
Sentiment for corrective broadcast legislation in the House Commerce Committee has moderated since the autumn quiz-payola scandals, according to Rep. William H. Avery (R-Kan.).

Addressing the Kansas Assn. of Broadcasters at its May 21-22 meeting in Wichita, he said a final committee bill may not be discriminatory against the industry and may even be helpful to licensees and applicants.

Rep. Avery said the bill may permit FCC to grant licenses in particular situations for less than three years. He felt the "protest procedure" language will be modified to provide pre-grant procedure correcting unwarranted delays under the McFarland amendments and directing Commission hearings if necessary.

Withdrawal of applications may be regulated to prevent swap-off deals where payment is made in excess of actual cost of withdrawing, he indicated. Proposed license suspension language doesn't add substantially to present FCC power to revoke or threaten not to renew licenses, he said.

Rep. Avery saw no special industry problem in criminal penalties for deceptive practices such as quiz-rigging. He said the committee is working on language to clarify Sec. 317 while still precluding payola. He noted some committee agreement that "no announcement would be required if the service, prop or material was provided to the broadcaster without pay or even for nominal charge, unless it is furnished to be identified in a way that would be beyond a reasonably related use of the article. To illustrate, a record could be received without cost to the broadcaster and played without announcement. If extra copies of the record were included for the station or station employes' benefit, an announcement would be required.



KANSAS' REP. AVERY

"A refrigerator shown in a television play in normal perspective would not require announcement. However, if direct reference was made to it by name or attention was called to its unusual and desirable characteristics, an announcement would be required."

Rep. Avery said the FCC's March ruling on Sec. 317 creates the need for legislation containing "definitive language for this section."

11 more agree to stop payola payments

Eleven phonograph companies and record distributors have agreed to stop payola payments to disc jockeys and others. The consent judgments were announced last week by the Federal Trade Commission, and bring to 35 the number of consent orders which have been entered in the payola cleanup drive.

At the same time the FTC issued three more payola complaints, bringing to 75 the number of such citations.

The consent orders provide that the signers will discontinue payola practices, unless recipients announce over the air that a record is being played because compensation was received. The agreements are for settlement purposes only and do not constitute an admission of guilt.

The following companies signed the orders:

Fury Records, New York; Atlantic Recording Corp., New York; All South Distributing Corp., New Orleans; Superior Record Sales Co., New York; Dumont Record Distributing Corp., Boston; Jaime Record Co., Philadelphia; Volkwein Bros. Inc., Pittsburgh; Lesco Distributors, Philadelphia, and Records Inc., Boston.

Also affiliated companies Time Records Inc. and Brent Music Corp., New York, and associated companies Cosnat Distributing Corp. and Jay-Gee

Best Over Puget Sound

effective June 1

KTNT-TV

Channel 11

Becomes an Affiliate of the

CBS
TELEVISION NETWORK

in the

Seattle-Tacoma Area

Ask Your WEED TELEVISION Man

Best Over Puget Sound

A GREAT OFFER FROM
Imperial Records
OF HOLLYWOOD

IR

A COMPLETE LIBRARY OF 90 LP'S, YOURS FOR ONLY $90. Albums specially selected from the Wide Range of Programming Material on Imperial Records.

Any recognized AM or FM radio station in the 50 United States may now receive a complete programming library of 90 LPs from Imperial Records widely acclaimed hi-fi catalog. These LPs will be sent to you postpaid for only $90. This service allows any radio station to build or augment its complete programming library from albums recorded in today's unequalled Imperial sound techniques.

WHAT YOU WILL RECEIVE: 90 LPs from a catalog containing this range of albums: Jazz; Vocals; Dance; Show Music; Sound Tracks; Band; Piano; Humor; Organ; Continental Pops; Religious; Hawaiian; Choral. . . .

BY SUCH ARTISTS AS: Henri Rene, Peggy King, Ricky Nelson, Ralph Flanagan, Sandy Nelson, Slim Whitman, Ray Martin, The Lancers, Pet Clark, Jules Farmer, Joe Loco, Frances Faye, Ernie Freeman, Manny Lopez, Roy Harrison, Tony Randall, Fats Domino, Wingy Manone, Mannie Klein and other top name recording artists.

IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28,
California

Please send postpaid 90 Albums specially selected for "Perfection in Programming." Enclosed is check for $90. (Check must accompany order.)

NAME: .....CALL LETTERS:.....

STREET ADDRESS: .....

CITY: .....ZONE:...STATE:.....

(This offer expires July 15th, 1960)

CHECK ONE: STEREO .... MONAURAL ....

Record Co., New York, Cosnat Distributing Corp. of Cleveland, and Cosnat Distributing Detroit Corp., Detroit.

The complaint against all of them charged they made under-the-counter payments to disc jockeys or others. That against Records Inc., Boston, alleged it also made payola payments to radio stations.

The newest complaints were issued Friday and were directed to the following:

Hugo & Luigi Productions Inc., New York; Specialty Records Inc.-Specialty Record Sales Co., Hollywood; Starday Recording & Publishing Co.-Starday International Sales Co., Madison, Tenn.

The citations charged that Specialty also made payoffs to a radio station.

Hoffa charges libel in $2.5 million suit

Teamsters Union President James R. Hoffa has filed a $2.5 million libel and slander lawsuit against Robert F. Kennedy, NBC and Jack Paar. The suit was filed May 24 in U. S. District Court in Detroit.

Mr. Hoffa charged that Mr. Kennedy, the network and Mr. Paar conspired to "ridicule, degrade, defame and humiliate" him. The "damaging" statements, the suit said, were made on three of the Jack Paar shows on which Mr. Kennedy appeared. These were on July 22, 1959; March 8 and May 5, 1960. The complaint also stated that Mr. Kennedy defamed Mr. Hoffa when the ex-counsel to the Senate Rackets Committee appeared on *Meet the Press* July 26, 1959.

The Teamsters' president charged that NBC and Mr. Paar permitted Mr. Kennedy to use the network for the "political aggrandizement" of his brother, Sen. John F. Kennedy.

In another suit, also including Jack Paar, Robert E. Kintner, NBC president, testified in New York Supreme Court in a pre-trial examination on the network's pre-airtime screening practices. The $750,000 suit was brought by Edward Hilgemeier Jr., entertainer and comedian. It alleged that Paar guest Billy Pearson had libeled him by stating on the air that Mr. Hilgemeier falsely stated that the *Dotto* quiz show was fixed.

It was the charges of rigging by Mr. Hilgemeier and others which led to the investigation of quiz shows and the dropping of most of them from television.

Mr. Kintner stated that NBC shows were screened for good taste and standards required by the FCC. He also said that live show participants were warned before hand to avoid obscenity and off-color remarks.

ANOTHER 'HOOVER-TYPE' STUDY

Magnuson's Senate group to investigate regulatory agencies for 'slow motion'

A "Hoover Commission"-type study of all the federal regulatory agencies under the jurisdiction of the Senate Commerce Committee is in the works for next year. It has 100% committee approval, Sen. Warren G. Magnuson (D-Wash.), committee chairman said last week.

Sen. Magnuson made the statement to reporters Wednesday (May 25) following an executive session of the Senate group. He said the FCC and other agencies are suffering from "regulatory lag," caused by a combination of "Parkinson's law" and slow-motion proceedings caused by flaws in the Administrative Procedures Act and the acts creating the agencies, as amended. (*Parkinson's Law* is the name of a recent book which sets forth a new law of economics holding that the more manpower a company or organization adds, the more it seems to need.)

The Magnuson statement came the morning after (when as chairman of the Senate Independent Offices Appropriations Subcommittee) he heard the FCC's request for $300,000 in new money to hire a 25-man complaints and compliance division to monitor stations and maintain widespread surveillance over broadcast operations for FCC rule and law violations (see story page 54).

Discussing the proposed study of regulatory agencies, Sen. Magnuson said he didn't know yet what form it would take because his and the committee's ideas haven't jelled.

'A Mess' ■ The whole regulatory agency problem is in "somewhat of a mess," he said. Year after year the FCC and other agencies ask for more money and get more, but they get farther and farther behind in their work. "The regulatory lag is almost appalling," he said, and agencies can't catch up.

He questioned whether some agencies perhaps ought to be reduced in membership to conquer the regulatory lag. In an obvious swipe at the seven-member FCC, he said, "We call one of these agencies up here. We ask them a question on policies. If seven are here we get seven different answers." It's not the members themselves, that trouble him, it's the number, he said, noting that the Interstate Commerce Commission has 11 members.

People in the industries regulated by these agencies are almost completely disgusted, he said, and the committee plans to look into "the whole kit and caboodle" next year "to see if we can't expedite their work." The functions of the agencies become greater and greater in the U.S. economy, but their disposition of cases takes longer and longer despite increased appropriations, he continued.

Restrictions of the laws and the Administrative Procedures Act operate to hamper the agencies, too, so that they "weave webs around themselves," Sen. Magnuson said.

Referring to a complaint by FCC member Rosel H. Hyde during the previous day's appropriations hearing that the agency was strapped by some of the 1952 amendments to laws governing FCC procedures, Sen. Magnuson said this point has to be considered in fairness, plus the fact workloads are increasing year by year. But, he said, a regulatory agency doesn't seem to have the ability "to go in a straight line between two points."

Charges against NBC brought to Congress

Congress has been asked to investigate charges that an NBC newsman "staged and directed" racial demonstrations in Montgomery, Ala.

The request was made to Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, by Alabama Public Service Commissioner Ralph Smith. Mr. Smith asked that the committee investigate the occurrences, because, he said, he had gotten no satisfaction from the FCC or the Dept. of Justice.

Mr. Smith said he had asked the FCC to investigate a month ago and had been informed that his complaint was referred to the Dept. of Justice.

The Justice Dept., it was learned last week, had considered the matter and determined no federal law was involved. It had so advised the FCC, it was reported.

Booster hearing set

The House Communications & Power Subcommittee has scheduled a one-day hearing next Monday (June 6) on a Senate-passed bill that would authorize the FCC to legalize existing vhf tv boosters. Chairman Oren Harris (D-Ark.) had been withholding action on the bill (S 1886) pending Senate disposal of a related bill to license community antenna tv systems. The Senate on May 18 voted 39-38 to send the catv bill back to the Senate Commerce Committee for further study, effectively killing it for this Congress.

R

Rat·ing

(rat-ing) *n.*

1. classification according to grade; rank; class.

2. *e.g.* unanimous agreement by Pulse, Hooper and Nielsen that **wmca** is one of the big three radio stations in NewYork.

wmca NEW YORK
wbny BUFFALO
&rpi

A M Radio Sales
Jack Masla & Co., Inc.
Radio Press International

TAX DEPRECIATION CASE IS HEARD

Westinghouse appeals Internal Revenue's 1957 affiliation ruling

Westinghouse Broadcasting Co. went to trial last week before the U.S. Tax Court in New York in an effort to overturn a 1957 ruling of the Internal Revenue Service that denied the depreciation deduction which Westinghouse claimed for the NBC network affiliation in its 1953 purchase of WPTZ (TV) Philadelphia from Philco.

Before 1957 IRS had allowed a five-year depreciation of network affiliation contracts and certain other intangible assets involved in station sale situations. But since then it has refused such allowances. The Westinghouse case, therefore, has wide application to group owners and others who have been involved in major station transfer transactions in recent years. The general IRS ruling in 1957 stemmed from the Westinghouse purchase of WPTZ, now WRCV-TV and owned by NBC (BROADCASTING, Aug. 26, 1957).

The Westinghouse case opened Tuesday before Judge Russell E. Train. It involves tax returns for 1953 and 1954. Westinghouse is appealing IRS' refusal to allow deductions totaling some $2 million for network affiliation and local and spot advertising contracts, all involved in the WPTZ purchase.

Expert Witness ■ Howard E. Stark, New York radio-tv station broker and consultant, appeared as expert witness for Westinghouse. Counsel for the group station owner questioned Mr. Stark about the limited period of useful life which can be ascribed to an affiliation contract. This is the key issue disputed by IRS.

Mr. Stark testified that although an affiliation pact is for two years and is subject to renewal at the end of this period, it may be cancelled by either party. He said in a quick-changing industry like broadcasting it is conceivable that affiliation contracts can shift from one outlet to another and that a "realistic" broadcaster will not enter into a transaction unless he can expect at least two renewals of a network affiliation, though hopefully he anticipates an even lengthier association.

MR. STARK

He listed several factors that can contribute to the cancellation of affiliation: the desire of an independent station for network association; the more favorable position of a newspaper-owned outlet, which can provide promotional assistance; the threat of the network itself moving into the first 10 markets, and the threat of pay television, which may offer stern competition to a network-affiliated station, if it flourishes on a substantial scale.

Mr. Stark said there is "no disadvantage" to a network when it transfers its affiliation from one station to another, but such a move is disadvantageous to an outlet losing its network tie. He added that it was his opinion that WPTZ (TV) with NBC-TV affiliation, was worth $5 million more than WFIL-TV Philadelphia, ABC-TV affiliate, in 1953, because the NBC-TV franchise was more valuable at that time.

Misunderstanding ■ In his summation to the court on behalf of Westinghouse, Albert Connelly of the New York law firm of Cravath, Swaine & Moore, recounted that when WBC bought WPTZ (TV) from the Philco Corp. in 1953, the $8.5 million contract specified that $5 million covered the NBC-TV affiliation, $1.5 million was for goodwill and $2 million was for other assets. Mr. Connelly asserted that there is a misunderstanding that affiliation contracts, though listed for two years, actually are for perpetuity.

IRS attorney John J. O'Toole, attempting to disprove WBC's position, summed up the IRS viewpoint in this way: (1) the cancellation or termination of a station's network affiliation is an exception to the rule of long-continued affiliation; (2) it is usually to the interest of both the network and the station to continue the affiliation, hence the contracts are renewed repeatedly as a rule. Mr. O'Toole did not call any witnesses.

Attorneys for various station group owners other than Westinghouse also were in attendance at the trial as observers. Among the group owners that may be affected by the outcome are Triangle Stations, Corinthian Broadcasting Corp., Transcontinent Television and Time Inc.

Legalized vhf boosters coming soon?

Legalized tv booster stations—of the uhf variety—may soon be operating to fill-in shadows of their on-channel mother stations.

The FCC last week adopted rules, effective July 5, to allow a uhf licensee to build boosters, to operate on the same channel, within the parent outlet's Grade A contour. Only uhf stations would be eligible for the grants and the additional booster coverage could not extend beyond the potential 68 mile coverage area.

Maximum effective radiated power of the boosters would be 5 kw and a station must be able to turn them on and off from the parent station. They would not be required to transmit individual call signals nor would type-approved equipment be required.

The commission said the new boosters are intended to permit a uhf station to provide reasonably uniform coverage over its normal service area without resorting to extremely high powers. They may not be used to extend the service range of a tv station beyond that which the station could obtain with maximum power and antenna height at the site of its main transmitter.

Still before the FCC is a proposal to legalize vhf boosters with a maximum power of 1 watt. When they last voted, the commissioners were split 3-3 on this proposal. In Congress, the Senate has passed a bill requiring the FCC to recognize vhf boosters but no action has been taken by the House.

A new FCC Form 343 has been adopted for use by stations in applying for the uhf boosters.

Kentucky rhubarb

Baseball for Lexington, Ky., was the subject of a petition filed last week with the FCC by WKYT (TV) Lexington. WKYT, a uhf station on ch. 29, is a CBS affiliate with permission to carry the *Game of the Week*, but it must pick the program up by use of direct-off-the-air pickup from another station carrying the program. The station had requested permission to make the pickup from WHAS-TV Louisville, but was refused on the ground that Lexington viewers could watch the show on WHAS or other nearby stations. Now WKYT wants the commission to require the Louisville station to cease and desist from unreasonably refusing permission for the pickup, which the petitioner claims is in the public interest.

Will YOU be the

200th

BROADCASTER . . .

to Purchase a Gates BC-5P Series Transmitter?

That's right! Within the next few weeks, progressive broadcasters looking for the *new sound* will purchase the Gates BC-5P-2, the largest selling 5000 watt AM transmitter manufactured in the *world* today—and one of these broadcasters will be *number 200* on Gates' long list of illustrious BC-5P Series users.

Since its introduction, the BC-5P-2 has been the recognized leader in 5 KW AM transmitters. Here's why:

- ***Economical Operation.*** Economy of operation has reached a new high in the BC-5P-2 transmitter through low power consumption. Modern 8X2500F3 long life tubes reduce operating costs, and as a result, power consumption with average modulation is 33⅓ per cent less than obtainable from transmitters using older type tubes. And, interchangeability of tubes, both in power amplifier and modulator, assures hundreds of added tube hours.

- ***The New Sound.*** Even the pocket radio reacts to the BC-5P-2 combination of very low distortion and wide response to produce the *new sound*. Here's how: (1) Very low distortion through a new ultra linear audio driver stage. (2) Wide frequency response with under 3% distortion at the critical high frequencies. (3) Lower noise through separate high voltage filter system for both PA and modulator.

- ***Easy Remote Control.*** The Gates system makes it unnecessary to tamper the transmitter by attaching outboard devices to the front. The 100% relay system in the BC-5P-2 assures easy, always reliable unattended operation.

- ***Compact Size—Nothing External.*** The BC-5P-2 is completely self-contained and easy to install in three cubicles. Total size: 6' wide, 3' deep, 6½' high.

BC-5P-2 price, $12,895 complete with tubes and crystal. Time payments if you wish. Immediate delivery.

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CENSORSHIP BY ANY OTHER NAME...

Senators don't want it, but they want FCC to improve programs

Some U.S. senators can abhor the idea of censorship and still want the FCC to do something about programs they don't like.

Chairman Frederick W. Ford and his FCC colleagues were trying like sin last week (Tuesday) to give members of the Senate Independent Offices Appropriations Subcommittee two pieces of cake. The hoped-for reward for this feat: $300,000 in extra money to set up a 25-man group of investigators to spot check on broadcasters to see they aren't violating any laws.

The FCC appeared before the group headed by Sen. Warren G. Magnuson (D-Wash.), also chairman of the Senate Commerce Committee, to testify on the agency's fiscal 1961 budget. Already approved by the House in the appropriations bill (HR 11776) is a total budget of $12,935,000, including $2 million of a $2.25 million request for a study of uhf in New York City (BROADCASTING, April 25). The FCC had asked for more money than in fiscal 1960 to add 62 new people and the House cut the request $315,000, allowing 31 new positions.

No Wait for Money ■ Mr. Ford said the FCC's unanimous decision the previous week to add the new investigating unit (BROADCASTING, May 23) will go ahead whether or not it gets the $300,000. (He said 10 men already have been detailed to the unit.) Vigorous and timely action is essential, he said, to assure that broadcasters live up to their obligations and they are far more likely to make self-corrections if the FCC has the machinery to keep an eye on them. The FCC is getting 120 to 150 complaints weekly against broadcasters, he said, and the FCC needs the money to "go to the source."

Some of the things the unit will investigate, he said, are program log offenses, Sec. 317 (sponsorship announcements), political broadcasting law violations and other offenses against statutes and FCC rules. The investigators will do a lot of their work by mail, he said, but other work will be done in the field and he anticipated they'd be out of Washington about half of time. They'll do spot monitoring, especially of stations about which there have been complaints, and compare with station logs. They'll compare the programs the broadcaster promised he would carry with his actual performance. They'll check his general compliance with the rules.

The $300,000 would be split up $210,000 for people, $42,000 for travel and $48,000 for monitoring and other purposes. He thought a year's work would reach 100 communities, would have a "substantial impact" on the industry and may well raise the general level of broadcast services.

No Ad Work ■ Mr. Ford assured Sen. Magnuson the unit wouldn't get into misleading advertising, but would leave that to the Federal Trade Commission. The FTC needs only one instance of an offense to issue a complaint, he said, while the FCC would have to go into the complete background of a licensee.

Sen. Gordon Allott (R-Colo.) questioned Mr. Ford sharply about complaints and whether the FCC could justify its investigative unit without knowing that offenses have taken place. Mr. Ford said a man shortage has left the FCC in the position of not really knowing what is happening. That's one reason the FCC wasn't "on top of payola," he said. On the other hand, the FCC is well up on infractions of its engineering rules, he and George Turner, chief of the field engineering and monitoring bureau, told the subcommittee.

After Mr. Ford was well into his subject, and though he had mentioned the unit would not get into programming, Sen. Magnuson threw his bomb.

Bothered ■ What bothers him, the senator said, is how such a unit can get very far without getting "on the fringe" of programming and from there into censorship. "I've seen these things get started," he said, and they become difficult, particularly when set up as a

$300,000 to check complaints like these?

To justify his request for $300,000 for an investigating bureau, FCC Chairman Ford told the Senate Appropriations Subcommittee he wanted to be able to check out complaints that the FCC receives. He gave the subcommittee a breakdown of complaints received during the last three months of 1959. The breakdown appears below. Mr. Ford did not identify the source of the complaints. The most complaints in any category were 244 for alleged "bad

COMPLAINTS

	Oct. 1-31, '59		Nov. 1-30, '59		Dec. 1-31, '59	
ADVERTISING:	AM-FM	TV	AM-FM	TV	AM-FM	TV
Alcoholic Beverages	4	3	37	37	9	10
Bait	0	0	4	1	1	2
Excessive	6	13	25	36	20	36
Failure to receive prizes won, merchandise ordered and/or money back guarantee	4	1	1	3	3	2
False and misleading	11	13	34	57	66	83
Offensive	3	9	17[1B]	45[1B]	20[1C]	37[1C]
Subliminal	0	2	0	1	0	1
Tobacco	1	1	36	38	7	13
EDITORIALIZATION AND POLITICAL:						
Alleged violations of Section 315	5	5	1	1	3	0
Commentator	0	0	0	1[2B]	2[2C]	0
Objects to one-sided presentation of station's views	4	8[2A]	2	0	6	16[2C]
Slanderous and defamatory remarks	1	1	2	0	6	0
Slanting news	3	2	1	0	5	2
OPERATING PRACTICES OF STATIONS AND/OR NETWORKS:						
Alleged to have refused time (for local issues, athletic events, etc.)	4	0	1	3	4	3
Critical of policy-making personnel	5[2A]	4[2A]	1[2B]	10[2B]	11[3C]	11[3C]
Failure to fulfill contractual obligations and/or agreements	3	1	4	1	8	3
Discriminatory practices	6	1	5	8	6	8
Improper station and/or program identification	5	3	5	8	9	6
Loud Commercials	3	3	7	7	13	12
Objects to cancellation of certain programs	7[3A]	2	1	37[3B]	1	6
Objects to programs for adults being carried at hours when children are likely to be a sizable audience	0	6	0	6	0	5
Objects to solicitation of funds	4	0	2	1	4	2
Payola	2	2	6	7	46	44
Technical	8	2	6	4	14	9
Weather reports	2	2	0	0	0	0

separate unit. It's almost a police organization, he said. Mr. Ford hastened to tell him the unit would be part of the FCC's broadcast bureau.

Sen. Allott was concerned with obscenity and profanity, which the FCC always has watched closely. He thought what's proper to one viewer or listener may be "obscene" to another. Mr. Ford said the FCC could go only so far here because of prohibitions against censorship.

What the FCC wants, he said, is to know "what's going on before the rules and statutes get completely out of hand."

The FCC, he told Sen. Magnuson, has absolutely no plans to study broadcast ratings. The senator then threw another bombshell: "We've got some stuff (on ratings) we might want to turn over to you," he said. The committee staff afterward declined to explain just what.

Sen. Magnuson then moved on to that terror of all agencies seeking funds: regulatory lag (also see story page 51).

In the Hole ■ Commissioner Rosel H. Hyde told the senators the FCC is getting "farther in the hole all the time." The trouble, he said, is the McFarland Act of 1952, which went "beyond the requirements" of the Administrative Procedures Act. The FCC is prohibited from getting opinions and advice from staff members—and is slowed down by lengthy pre-hearing procedures. It takes longer to put a case in hearing today than it took the old Federal Radio Commission to establish the service, he said.

The next day, Chairman Ford returned and furnished the Senate group with a breakdown of complaints against stations during October, November and December 1959. Ready and primed was Sen. A.S. Mike Monroney (D-Okla.), who doesn't like most of the programming on the air these days. The Oklahoman went right into his pet peeve.

Mr. Ford said the FCC can't touch programming. The only thing it can do, he said, is to compare promises with performances, which the investigating unit is designed to do.

Enough Rope ■ If stations file their promises of certain programming, he said, "we wouldn't be telling them what to do. They'd be telling us." Then if the FCC found the station hadn't followed its own standard, it could act.

Sen. Monroney questioned the effectiveness of the composite week reports FCC requires of licensees, drawing from Mr. Ford the admission they don't affect prime time, but his investigation unit proposal, Mr. Ford said, is planned to change that.

Sen. Monroney commented that up to now the FCC has done nothing but "rubber stamp" the station reports, without knowing if they complied 5%, 10% or 100% with promises.

Commissioner Robert E. Lee described the FCC's plans for the uhf study and said he thought the agency could get by on the $2 million the House approved, rather than the $2.25 million originally requested, because it can "rent one transmitter." Tests in the Fresno Valley in California indicated uhf will travel as far as vhf in flat terrain, he said, and the FCC wants to try the "worst place" in the country —New York City—to make the test thorough.

Sen. Magnuson said he trusted the broadcast industry will be kept informed of the two-year FCC test. Mr. Lee said they would be and the FCC will welcome comments from the industry.

taste," including 98 in December protesting language used on several major programs. In the entire month of November 1959, after Charles Van Doren made his sensational confession of quiz rigging, the whole U.S. population (more than 175 million) produced a total of 79 complaints against quiz shows. Mr. Ford's figures also revealed that some people complain to the FCC against good programming. Thirty-seven wrote to protest that regular programs were dislodged by special coverage of the Khrushchev visit to the U.S. and the CBS-TV special, "The Population Explosion."

COMPLAINTS

	Oct. 1-31, '59		Nov. 1-30, '59		Dec. 1-31, '59	
PROGRAMMING:	AM-FM	TV	AM-FM	TV	AM-FM	TV
Alleged bad taste	15	20	20	54	37	98[4C]
Alleged indecent and obscene	2	3	3	5	3	5
Give-aways	2	42[4A]	13	79[4B]	14[5C]	26[5C]
Poor quality	63[5A]	63[5A]	12	19	15	26
Religious:						
Opposes faith healers	0	0	1	2	3	4
Opposes specific religious program	0	0	1	3	5	4
Wants more religious programs	1	1	2	2	5	2
Repeat shows	0	1	1	5	0	2
Sports:						
Opposes blackout in certain areas	0	0	0	0	0	4
Wrestling—boxing	0	6	0	12	0	4
Too much crime and horror	76[1A]	84[4A]	26[5B]	55[5B]	30[6C]	56[6C]
MISCELLANEOUS:	5	5	4	9	8	8
TOTALS	255	309	281	557	384	550

[1A] Arlene Francis' reference to "Crack-pots" for those who disagree with her position on fluoridation.
[2A] Refers to irresponsible and deceitful qualities displayed in connection with investigations of quiz shows, payola, etc.
[3A] Directed to WADO's (formerly WOV) discontinuing Italian program.
[4A] Against "rigged" quiz shows.
[5A] Petition signed by 52 students requesting substitution of scientific and educational programs for present poor-quality type.
[6A] Includes petition with 64 signatures.
[1B] Deodorants, excretory aids, undergarments, etc.
[2B] Refers to irresponsible and deceitful qualities displayed in connection with investigations of quiz shows, payola, etc.
[3B] Refers to substitution of Khrushchev's visit to U.S. for regularly scheduled programs and/or "Population Explosion."
[4B] Against "rigged" quiz shows.
[5B] Westerns and Murders cited.
[6B] Jack LeGoff of WJBK-TV.
[1C] Deodorants, excretory aids, undergarments, etc.
[2C] Includes 13 complaints re: "City of Hate" (KTLA-TV).
[3C] Refers to irresponsible and deceitful qualities displayed in connection with investigations of quiz shows, payola, etc.
[4C] Critical of language used on Playhouse 90 (CBS), Startime (NBC)—"My Three Angels"—the Bob Hope and Jack Paar Shows, etc.
[5C] Against "rigged" quiz shows.
[6C] Westerns and Murders cited.
[7C] Drew Pearson & Kenneth Banghart.

ABC's Treyz urges industry self-help

The new FCC watchdog unit cannot directly regulate the quality of broadcasting, but broadcasters can help each other, Oliver Treyz, president of ABC-TV, told the New York chapter, Academy of Television Arts & Sciences, at the organization's final luncheon Thursday (May 26) in this season's network series.

The speaker referred to the FCC's establishment of a Complaints & Compliance Div. "without commenting on the true need for such monitoring or proctoring to protect those of us whom Chairman Ford of the FCC calls the responsible broadcasters from what he calls the fly-by-nights who, he believes, have crept in."

While the government cannot enforce creative excellence, broadcasters can give each other professional encouragement in their individual efforts, Mr. Treyz said. He set an example by praising an NBC-TV show, the May 22 *Dinah Shore Chevy Show* (Sun., 9-10 p.m.), which featured guest star, Art Carney.

Newspaper critics, he said, are taking "to the hustings to lecture, for pay, on what they claim are the evils of the tv industry which, in their view, is run by

a handful of box-office hucksters who profiteer through pandering to the lowest common denominator of what they call the 12-year-old mass mentality. They equate popularity with inferiority, and they constantly advance the thesis that the few truly creative tv statesmen have fled the industry."

Broadcasters are beginning to take a defensive attitude toward their profession and their own jobs, losing their most dynamic motivation, pride in their work, Mr. Treyz warned more than 100 who came to hear him. Television practitioners can measure their performance not only by response of "the bit crowd" but that of their colleagues, "the small crowd," he counseled. By mutual encouragement, they can inoculate themselves against "viruses" that would rob them of their self esteem. The ATAS Emmy awards are one vaccine, he granted, but those in the business can work individually "to prove that television is not hucksterism, is not phonyism, is not lowest-common-denominatorism."

Butler blocks free time move

Democratic National Committee Chairman Paul M. Butler Thursday declined a request by 8 Senate and 47 House Democrats that he ask the television networks to give 30 minutes to Adlai Stevenson to discuss the party's views on "the situation in the aftermath of the summit conference." The tv networks carried a half-hour address Wednesday evening by President Eisenhower on that subject, ABC-TV and CBS-TV live and NBC-TV on a delayed basis.

MR. BUTLER

Mr. Butler said the Democrats' advisory council expressed its views "in detail" the previous Sunday and "little more could be said at this time" to elaborate and, anyway, the President's address "appears to have presented no new information . . ." But things may be different with the Senate Foreign Relations Committee's start of hearings (May 27) on the subject, Mr. Butler said, and if it is considered wise to ask networks later to "meet their obligations," he'll "act promptly."

The list of senators and representatives signing the wire to Mr. Butler was headed by Sen. A.S. Mike Monroney (D-Ark.), co-author of the free political tv time bill (S 3171) heard by the Senate Communications Subcommittee the previous week (BROADCASTING, May 23). The wire suggested Mr. Stevenson, who testified on the bill, as Democratic spokesman because he is "titular head" of the party. They asked for time on June 1.

Daytimers to Hill

Daytime broadcasters will have another go on the Hill in their attempts to get extended and uniform hours of operation. Chairman Oren Harris (D-Ark.) of the House Communications & Power Subcommittee has scheduled three days of hearings June 13-15.

Under discussion will be five identical bills (HR 6676, 6868, 8286, 9627, 10275) to permit daytimers to operate from 6 a.m. to 6 p.m., instead of the present local sunrise to sunset. The House group would, perforce, have to consider whether authorizing the blanket 6 a.m.-6 p.m. operation sought by Daytime Broadcasters Assn. would abrogate the U.S.-Mexican treaty on use of am frequencies to which the Senate consented (76-8) along with the North American Regional Broadcasting Agreement in February (BROADCASTING, Feb. 29). Some 265 U.S. am daytimers operate on Mexican clear channels. The Mexican treaty awaits ratification by the Mexican Congress, which convenes Sept. 1.

In Roanoke in '60 the Selling Signal is SEVEN...

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

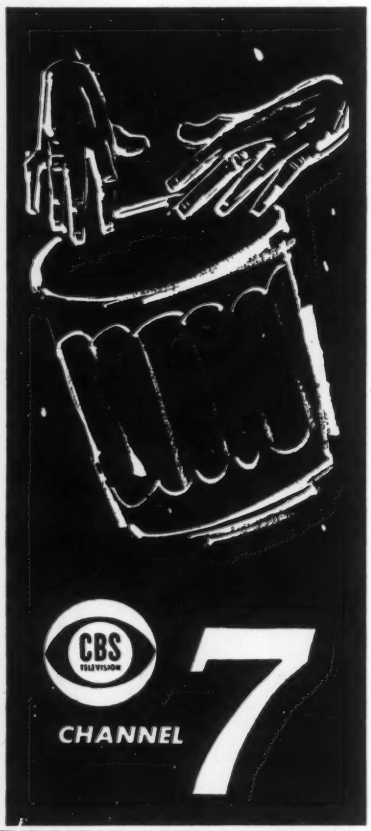
The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is *WDBJ-TV* . . . which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

WDBJ-TV has maximum power, highest tower, superior service and programming . . . to help you sell like sixty on seven.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia



Can FCC ask engineers about Communist ties?

The right of the FCC to require an applicant for a first class radio operator's license to answer questions regarding Communist Party affiliation was put in question last week in the U.S. Court of Appeals in Washington.

At issue was the Commission's Dec. 27, 1959 dismissal of a renewal application of Morton Borrow, holder of a first class operator's license for 30 years and presently employed by WPEN Philadelphia.

Mr. Barrow filed his application for renewal in 1958. Two weeks later the FCC sent Mr. Barrow a letter enclosing a form with two additional questions regarding his affiliation in the Communist Party or in organizations dedicated to the violent overthrow of the government of the United States. Mr. Barrow refused to answer these questions. He claimed they infringed on his constitutional rights. The Commission then set the application for a hearing, and after the hearing dismissed the application.

The argument in federal circuit court in Washington was before Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and George Thomas Washington. Ruth Reel argued for the FCC; Victor Rabinowitz for Mr. Barrow.

FCC clears WBTV of 'unfair practices'

A charge that WBTV (TV) Charlotte, N.C., engages in "unfair practices" in offering time to office seekers was dismissed by the FCC last week. The commission told Robert M. McIntosh, one of four candidates for the Democratic U.S. senatorial nomination in North Carolina, that action on his complaint is not warranted at this time.

Mr. McIntosh complained that (1) WBTV was giving priority to the contests for governor and lieutenant governor over the Senate race; (2) two of his opponents were featured on WBTV newscasts while he was not. In reply to an FCC inquiry, the station said that all four candidates were covered in news items relating to the primary and that Mr. McIntosh had not purchased time offered to him, as well as his opponents, by the station.

The commission pointed out that no claim has been made that WBTV either sold or has given time free to any of the complainant's opponents and therefore no question is presented as to whether Sec. 315 (equal time) has been violated.

The question of whether WBTV has met its obligation to the public through its allocation of time to candidates should be raised at the time the station comes up for license renewal, the commission said.

ABC, CBS file comments on catv

A request by two Montana tv stations for FCC rulemaking restricting microwave relay grants in areas where there are local live facilities, received the support of ABC and CBS last week.

KXLF-TV Butte and KXLJ-TV Helena asked the commission to institute rulemaking which would prohibit use of microwave frequencies for transmitting programs to catv if such programs, within a 30-day period, would duplicate services provided by the only available local tv station. They also asked that the FCC condition grants without hearing on a showing that the proposed microwave operation would not adversely affect local tv service.

CBS told the FCC that while it did not "necessarily agree with the specific suggestions" made in the petition, it believed that the issue of catv vs. local tv station operation in smaller communities "is becoming increasingly important and warrants further consideration by the commission." The network said that an important aspect of the problem is "whether the signals of tv stations should be picked up by microwave facilities for transmitting programs to catv without the consent of the station originating the signal. . . ."

ABC said that microwave relay grants should be made in areas where there are small populations or adverse terrain. If "true white areas" are involved and the community to be served "is clearly one which could not support a station" then microwave facilities are in order. However, ABC cautioned, if outside signals would jeopardize an existing live operation the public interest is not being served.

Oppose ch. 10 switch to Santa Barbara

A petition to the FCC by KBAK-TV (ch. 29) Bakersfield, Calif., to switch ch. 10 from that city to Santa Barbara found strong opposition from two tv stations.

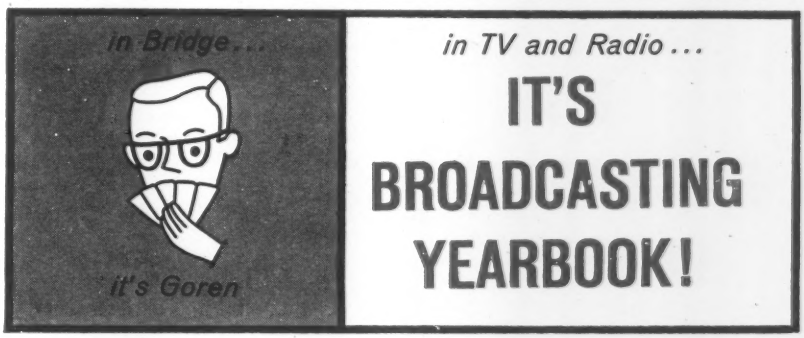
Ch. 3, KEYT (TV) Santa Barbara, commenting on the petition, said the switch would involve serious co-channel interference problems in view of an exsisting allocation of ch. 10 to San Diego (KFSD-TV). The station further claimed that Santa Barbara could not support a second tv outlet since KEYT is still sustaining a substantial annual loss. The station submitted that ch. 10 should remain in Bakersfield and that the FCC should make Bakersfield a three channel vhf market. If ch. 10 is deleted from Bakersfield, it should be assigned to Santa Maria.

The ch. 10 station in Bakersfield, KERO-TV, also opposed the switch, arguing that current channel allocations in Bakersfield provide full and complete opportunity for "effective, vigorous, multiple channel competitive tv."

FCC has proposed rulemaking to make Fresno, Calif., to all-uhf commercial (BROADCASTING, May 9).

Back again

A petition dismissed by the FCC (BROADCASTING, May 9) has been revised and returned to the commission. Idaho Microwave Inc., a party in the Yuma, Ariz., microwave protest proceeding, "seeks now not to challenge the commission," but to have the commission accept the new edition of the petition. The new plea mentioned regrets for "the impertinence or scandal occasioned" by any material in the dismissed pleadings.



Around millions and millions of card tables, the "we's" and the "they's" play their bridge hands according to Goren, that ace authority on the strategy of bidding what you can make and making what you've bid. Similarly, around the conference tables of broadcast advertising, the authority is **BROADCASTING YEARBOOK**, ace source of strategic information on television and radio. Each year, this comprehensive reference volume is the working partner of the broadcast media's top people. They demand accurate facts, figures, analyses such as only **BROADCASTING YEARBOOK** can give them. To lay your cards on their conference tables, be sure they see your advertising in these information-packed pages. It's opportunity—in spades—to reach over 18,000 subscribers. Publication date: September. Deadline for proofs: July 1. Final closing: July 15. Still time to play your hand—**BUT HURRY!**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

ROADBLOCK FOR LEE, KINTNER

Renominations delayed with eye to bill that would leave choices for new administration

The renominations of Robert E. Lee to the FCC and Federal Trade Commission Chairman Earl W. Kintner were sacrificed on the altar of politics last week when the Senate Commerce Committee decided to withhold a vote on them. Action on the Lee nomination has been withheld pending the outcome of a Senate-approved bill being considered in the House, Chairman Warren G. Magnuson (D-Wash.) said.

The bill (S 1965) approved by the Senate nearly a year ago (July 29, 1959) would continue in office FCC or Federal Power Commission members whose terms have expired until their successors are "appointed and qualified." The House Commerce Committee's Communications & Power Subcommittee, headed by Rep. Oren Harris (D-Ark.), has scheduled the measure for hearing June 7.

A Republican spokesman said after the meeting the committee action means the White House is likely to be in no hurry now to nominate anyone to succeed to the FCC vacancy created by the resignation of John C. Doerfer March 14 and for which one successor nominee (Edward K. Mills) has disqualified himself.

Prevents Vacancies ■ Senate Commerce Committee Chairman G. Magnuson said after Wednesday's meeting the committee decided to defer action on Mr. Lee until the House can act on S 1965 because if enacted it would keep the regulatory agency vacancies filled through the congressional recess. If the House doesn't approve S 1965, Sen. Magnuson said, the committee will face the problem presented by the Lee nomination "when we get to it." Both the Lee term (7 years, starting July 1) and Kintner term (7 years, starting Sept. 26) this year will run over into a new administration, whether it's Democratic or Republican, he said.

The same "approximate" reasons apply to both deferments, he said, except that in the Kintner nomination there is a question of whether the committee should adopt a policy of confirming a person whose present term expires "long after the session."

Sen. Magnuson said there is nothing against either Mr. Lee or Mr. Kintner as persons.

A GOP source said last week he still believes there will be a committee vote on Mr. Lee, possibly at a special meeting this Wednesday. He thinks Democrats are aiming chiefly at keeping FPC member William R. Connole, an Independent whose term expires June 22, on the FPC till the 87th Congress next year, though the President has nominated Thomas A. Donegan to succeed him. (The committee heard Mr. Donegan Wednesday and will call him again later.)

Ironically, he said, S 1965 passed the Senate last year at a time after FPC Chairman Jerome K. Kuykendall, a Republican, had been renominated to a new term (in 1958) but could not serve because of Senate delay on confirmation until after his old term expired. Now the bill would give temporary advantage to Democrats, he indicated, and may meet stronger GOP opposition in the House.

Everybody on the committee thinks Mr. Lee is entitled to a vote, he said, even Sen. Magnuson. He noted the nominee to succeed Mr. Doerfer would be the "swing man," not Mr. Lee.

School seeks ch. 37 for non-broadcast use

The U. of Illinois has asked the FCC to remove uhf ch. 37 (608-614 mc) from the broadcast band and to reallocate the space for the use of radio astronomy. The university said that it is building a radio telescope, with the cooperation of the Office of Naval Research, designed for optimum performance at a center frequency of 611 mc.

The frequency was picked at a time when " . . . it was hoped and anticipated that the band . . . would be reserved for radio astronomy . . ." by the International Telecommunications Conference in Geneva last fall. However, the university noted that the U.S. did not support this proposal and that while such use "until required by other services" of 606-614 mc is permitted in allocations Regions 1 and 3, it is not so reserved in Region 2 which includes this country.

At the present time, there are no operating commercial tv stations on ch. 37 or outstanding construction permits, the university said in its petition for rulemaking. The only use being made of the requested space is by RCA, which operates an experimental station in Camden, N.J., on ch. 37, Illinois U. told the Commission.

Principal use of the radio telescope, which will be the largest of its kind in the world, will be to obtain accurate positions, flux densities and information about the spectra of sources outside the Milky Way Galaxy, the university said. Several other observatories have indicated a keen desire to make use of 608-614 mc if it is reserved for radio astronomy, the applicant told the commission.

Since 1959 ■ Channel 37 has been the subject of reallocation study since January, 1959. At that time, Springfield Tv Broadcasting Corp., a licensee of WWOR-TV Worcester, WWLP-TV Springfield and WRLP-TV Greenfield, all Massachusetts, petitioned the commission for switch of the channel from Clymer, N.Y., to Syracuse, N.Y. ABC-TV, commenting on that petition, stated that it did not oppose the proposed allocation, but submitted that it would serve no useful purpose (AT DEADLINE, May 16).

WHEN-TV Syracuse, in comments submitted to the FCC, reiterated the ABC view that a uhf station "cannot compete successfully in markets with two or more vhf stations." (Syracuse already has two operating v's.) However, W.R.G. Baker Radio & Tv Corp., a group of Syracuse businessmen interested in applying for a third channel for that city, took the view that the need for a third channel is "well recognized" and that it could be satisfied by a uhf allocation.

Illinois U. gained support in comments filed by Rensselaer Polytechnic Institute, Troy, N.Y.; U. of Florida, and Associated Universities Inc. All contend that the shift of ch. 37 to Syracuse for commercial use would be injurious to the science of astronomy and the commission should hold in abeyance proceedings involving the channel until the Illinois U. petition can be considered.

Ike jammed

Russian jamming of President Eisenhower's May 25 speech on the Paris Summit meeting was almost complete, according to Voice of America. The Voice tried to blanket the Soviet Union with shortwave broadcasts, transmitting the text in Russian.

The first of seven transmissions in Russian was jam-free for the first 10 minutes but from then on the jamming was intense. The jamming also interfered with broadcasts in six other Russian tongues. English language versions of the Presidential broadcast were not badly jammed during delivery (pre-dawn in Russia). The White House had challenged Russia to admit the programming.

Government briefs

High recognition ■ Sen. Warren Magnuson (D-Wash.) last week introduced a resolution (S J Res 196) authorizing the President to designate June 20, 1960, as "National Academy of Tv Arts & Sciences Day" in honor of the annual tv Emmy Awards. The senator, chairman of the Commerce Committee, said that "with the 12th annual Emmy Awards presentation in mid-June, the academy has reached a place in its development where it is the spokesman for the highest ideals in the arts and sciences of tv."

Since May 1948 ■ The FCC has closed an inquiry, which it began in May 1948, into the rates charged by AT&T for tv transmission services. The study began when tv stations and networks, in the early days of interconnection of cities, complained about the rates being charged. In closing the docket, the commission said that specific rate matters would be investigated as warranted. One phase of the same study, relating to connection of privately-owned microwave facilities with those of the telephone company, was completed in December 1949.

Judicial 'conference' ■ President Eisenhower is considering the establishment of a permanent judicial "conference" on administrative procedure. This idea was recommended May 18 by Chief Justice Earl Warren in a speech to the American Law Institute. The conference, it was explained, would comprise officials of administrative agencies,

U.S. plugola?

Robert T. McVay, president of KRKC King City, Calif., last week asked the FCC for official "clarification" of Sec. 317 (sponsor identification) as it relates to transcribed government-provided programs aired by stations as a public service. He asked if it is "valuable consideration" when a celebrity appears on such a show and plugs his latest record, movie or tv appearance.

The commission had queried KRKC concerning alleged "hidden commercials" in programming furnished by producers without charge — of which the FCC has warned it will expect licensees to "use more than ordinary diligence" in the future (BROADCASTING, May 16). Mr. McVay replied that KRKC receives two such programs but has not aired either.

SRDS PLUS NSI PROVES

WCKY IS SOME BUY!

It's **this** good. During the key early evening family listening hours, WCKY-RADIO reaches more different Cincinnati area homes than all other stations in that market put together . . . at a cost-per-thousand that will amaze you. Tom Welstead in New York and AM Radio Sales everywhere else will prove to you that WCKY is some buy.

50,000 WATT
WCKY-RADIO
CINCINNATI

Kiss the military v's goodbye!

It's all but certain that there won't be any more vhf space for television.

There's practically no hope for the FCC's plan to persuade the military to swap its vhf channels for uhf television space that is now going begging.

The first hint of FCC discouragement came last March when FCC Chairman Frederick W. Ford told the Senate Communications Subcommittee that the possibilities of an exchange were dim. He said that a year of negotiations with the Office of Civil and Defense Mobilization—the agency that supervises military allocations under the authority of the President—had provided little optimism.

Last week one of the nation's highest-ranking military leaders all but closed the issue. Admiral Arleigh Burke, chief of naval operations, said it would be a blow to national defense if the services had to move to new channels.

Admiral Burke made his remarks in a speech May 24 at a meeting of the Armed Forces Communications & Electronics Assn. in Washington. He said:

"Should the armed forces be forced to shift to new frequencies, to change equipment to do so, the result would be harmful; not just in waste of taxpayers' money, but also in prolonged reduced readiness. The money could be employed elsewhere in the advancement of electronics, and be reflected in a stronger national defense."

Strong Implication ■ Admiral Burke did not refer specifically to the proposed vhf-uhf exchange, but it was learned he had it in mind. The admiral must be presumed to speak with authority; as chief of naval operations he is one of the five members of the United States Joint Chiefs of Staff.

Admiral Burke's remarks last week confirmed what the FCC has assumed for some time. Last March, in testimony before the Senate subcommittee, FCC Chairman Ford described the chance of a spectrum shift as "bleak." Later, in a special statement he sent to the subcommittee, he reported that the FCC had received the impression that OCDM felt the national defense would be jeopardized by the proposed reallocation.

Right now the FCC is hoping for definite word, one way or another, from OCDM. The commission would prefer to get a decision, even a negative one, than to let the problem hang indefinitely.

The exchange of vhf-uhf space with the military was first suggested in early 1959 by FCC Commissioner T.A.M. Craven and Mr. Ford (before the latter rose to the chairmanship). Meetings with OCDM officials began in April 1959.

50-Channel Plan ■ The FCC's original request sought 38 vhf channels adjacent to the present 12-channel vhf tv system to establish a 50-channel vhf system. Alternatives included a 50-channel vhf band running from present ch. 7, with present ch. 2-6 relinquished for military use or a contiguous 25-channel tv vhf system using chs. 7-13.

Failing a realization of efforts to persuade the military to relinquish vhf frequencies, the FCC foresaw a continuation of the present 82 channel system (with 12 channels in vhf and the remainder in uhf) or an all-uhf system.

As part of a so-called interim proposal, the commission last January issued a rulemaking which proposed to drop in vhf channels in several principal cities at less than the present mileage separations. Comments on this are due June 20.

The conversations between FCC and OCDM included an overall review of radio spectrum use and possible future demands for spectrum space. The technical meetings reviewed present allocations and uses in the 50-1215 mc area, new requirements by government and non-government services, radio propagation

lawyers practicing before them and others. Its object would be to study means of shortening hearing time, reducing hearing records, simplifying procedures and reducing delays. The President, it was said, called it a good idea.

Two repeaters ■ Grants for two more tv translator stations were made by the FCC last week. Radio Honolulu Ltd. was granted a construction permit for a new station on ch. 78, Lihue, Hawaii, to repeat programs of its KONA (TV) Honolulu. The Manson Community Tv Co., Manson and Chelan, both Washington, was granted a construction permit for a new translator on ch. 79 to repeat programs of KHQ-TV Spokane.

On the Hill ■ The U.S. Supreme Court has agreed to hear the arguments of four music publishers who unsuccessfully sought to participate individually in a renewed government antitrust suit against ASCAP. The suit was concluded last year and resulted in new methods of payment to members, revisions in methods of surveying radio-tv uses of ASCAP music, and changes in the election of officers (BROADCASTING, Jan. 11). The four publishers attempted to intervene while the revised 1950 consent decree was being worked out, but were refused by Chief Judge Sylvester J. Ryan of New York district court. The four are Sam Fox Publishing Co., Movietone Music Corp., Pleasant Hill Publishing Corp. and Jefferson Music Co.

Losers winners ■ Radio Rhode Island Inc., which won a construction permit for a new am in Providence only last month, has been granted a transfer of control by the FCC. Relinquishment of positive control of the company passes from Harry Pinkerson, Mowry Lowe and Anthony D. Paolino to Golden Gate Corp., licensee of WPFM (FM) Providence, and Camden Broadcasting Co. Golden and Camden were applicants with Radio Rhode Island for a Providence am on 990 kc with 50 kw power. They agreed to withdraw their applications in exchange for an option to purchase interest in the "winner". Now, with commission approval, they have exercised that option through stock transactions.

New international grant ■ Rev. John M. Norris, owner of WGCB-AM-FM Red Lion, Pa., has been granted a construction permit for a new international broadcast station in Red Lion. The FCC grant is the fifth for international broadcast facilities. The Red Lion station will beam programs to the "land areas bounded by the Mediterranean Sea," the commission announcement said. This includes portions of Southern Europe, North Africa and the Holy Land. Prior international grants by the FCC: WRUL Scituate, Mass., KGEI Belmont, Calif., an experimental Cincinnati station operated by Crosley Broadcasting Corp. and KFRN Dallas, Tex. In addition, the U.S. Information Agency operates 42 transmitters in this country in connection with its "Voice of America" programs.

ADMIRAL BURKE
Tv can stay where it is

factors influencing the choice of new or expanded services and problems faced in shifting services from one part of the spectrum to another.

This was the second attempt by the FCC to secure additional vhf frequencies for tv from government users. The first was sparked by former Chairman George C. McConnaughey in 1955 but failed.

Schwartz, McGannon Debate ■ Kicking off a new series on Fordham U.'s WFUV-FM New York, Donald H. McGannon and Dr. Bernard Schwartz will debate the issue of federal regulation of broadcasting this Wednesday (June 8). Mr. McGannon, president of Westinghouse Broadcasting Co., and Dr. Schwartz, New York U. professor of administrative law and former chief counsel of the House Legislative Oversight Subcommitte, also will discuss payola, FCC license renewal powers, the magazine concept of programming and program control by the three tv networks. The series, titled *Current Problems and the Law*, will be moderated by William H. Mulligan, dean of the Fordham Law School.

Sports bill moves ■ The Senate Antitrust Subcommittee last week sent the baseball bill (S 3483) to the full Judiciary Committee without any recommendations. The subcommittee held hearings on the measure two weeks ago (BROADCASTING, May 23) which would require tv blackouts of major league games within 75 miles of a minor league team on the days the latter plays at home. The television ban could be waived through permission of the minor club.

Pennsylvania plan hit ■ The Assn. of Maximum Service Telecasters has urged the FCC to deny a proposed rulemaking which would add either ch. 3 or ch. 8 to Johnstown-Altoona, Pa. AMST noted that the proposal, by Penn Traffic Co. (BROADCASTING, April 11) would result in short mileage separations in order to add either channel as requested. WSVA-TV (ch. 3) Harrisonburg, Va. concurred in that opinion, adding that Penn Traffic had failed to demonstrate any need for additional service to Johnstown-Altoona. WGAL-TV (ch. 8) Lancaster, Pa., also commenting, said that it opposed the proposal.

Adler request ■ Adler Electronics Inc. has asked the FCC to permit tv transmission by common carriers in the 2110-2200 mc band. Adler noted that in February 1959 the commission assigned this space to common carrier and operational fixed services and five months later said radio micro relay could use the space also but specifically prohibited tv without giving the reasons. The petition said that operational fixed users much prefer other assigned bands and that no equipment has been type-accepted for use in 2110-2200 mc.

Three dual-city ID's ■ In separate actions, the FCC granted dual-city station identification for three tv stations: KTVH (TV) (ch. 12) Wichita-Hutchinson, Kan., WESH-TV (ch. 2) Orlando-Daytona Beach, Fla., and WKBM-TV (ch. 11) Caguas-San Juan, P.R. Commissioner Robert E. Lee dissented in the Kansas-Florida decisions, saying that none of the stations place city grade signals in their coverage areas, "which is the last criterion left in television for dual-city ID."

Dropped-in ■ The FCC finalized rulemaking and amended the tv table of assignments by "dropping in" vhf ch. 7 in Lander, Wyo. At the same time, the commission denied a request by Rocky Mountain Tele Stations, KTWO-TV (ch. 2) Casper, to shift ch. 6 from Casper to Lander. Lander presently has uhf ch. 17 assigned there.

New monitor deadline ■ The effective date of the rules requiring tv stations to have type-approved frequency and modulation monitors at the station whenever the transmitter is in operation has been extended six months by the FCC. The commission is extending the deadline from June 1 to Nov. 30, 1960.

You Reach 1,433,000 Negroes Thru ROUNSAVILLE RADIO!

Rounsaville Radio programs to a positively receptive audience of 1,433,000 Negroes with an annual cash income of 824 million dollars! They spend 80% of it for consumer goods—name brand, quality products. But the ONLY way to get your share of this buying-power is through the medium preferred by 95% of all Negroes—Negro Radio! And, in six important metropolitan markets Negro Radio is Rounsaville Radio! Any budget you make for these markets must include Rounsaville Radio or you completely miss this $824,000,000 consumer group! Get the facts about Rounsaville's six number-one rated stations! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

To understand the Negro today is to know why Negro Radio is so singularly effective as a sales medium. Rounsaville Radio is more than dominant with the Negro—it is a daily necessity! Proof of our Know-How is the Negro's quick, loyal response to products advertised on Rounsaville Radio. Let us tell him about your products. Rounsaville Radio is one of the oldest and the *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!
WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep.
DORA-CLAYTON, Southeastern Rep.

THE NEW SOUND IN RADIO NEWS

NAB survey shows news-time jump of 2 hours weekly in 7 years

The newscasting image of radio stations is taking on a new and better look.

A close investigation of news reporting at NAB member stations by the association, based on analysis of 756 questionnaire returns, shows:

- Better coverage is given news; air time is up an average of nearly two hours a week since a 1953 NAB study.
- Stations are digging harder for local news, use more of it and have more reporters.
- The typical station devotes nearly three hours a day to news programs.
- Nearly three-fourths of all radio news programs are locally produced by stations to serve their own coverage areas.
- Newsrooms are better equipped; only 7.1% rely solely on wire services.
- Editors and other newsroom personnel are better trained.
- More stations have someone in charge of news operations.
- Stations charge more for their news though few find news more profitable than other programming because of higher production costs.

NAB's study was conducted by Richard M. Allerton, manager of the association's research department. An analysis of questionnaires processed, he said, shows a close relationship to the relative distribution of small, medium and large stations so the results are considered representative of the industry.

Two more sections of the survey are in the processing stage. Whereas the first results deal with questions answered by management (423 questionnaires), the second section will relate to questions directed to news directors. The third section will cover editorializing. Small stations as defined in the survey include those of 250 w or less; medium, 500 w to 5 kw; large, 10 to 50 kw.

One out of every seven hours of local programming is devoted to news, with the typical station carrying about 100 hours of locally programmed material each week or a gain of 22 hours since 1953.

More Local News ■ The amount of time devoted to local area news has increased in recent years, particularly at large stations (see Table I).

News has assumed a much larger portion of network programs carried by stations, Mr. Allerton found, having more than doubled since 1953 at the typical station. About six out of every seven stations believe news programs are more important to their stations than was the case in the mid-50s. Only an infinitesimal number feel news is less important.

Practically every station uses a wire service, it was found, and practically all stations now have local reporters gathering news. Most large stations have correspondents; two out of three medium stations have them, and two out of five small stations use correspondents as news sources.

In an analysis of newsroom facilities, NAB found tape recorders are in almost universal use along with telephone beeper units as stations have strengthened their news operations. Mobile units are used for four out of five large stations, but the number drops sharply at medium and small outlets (see Table II).

More Expensive ■ Nearly 82% of stations employ fulltime or parttime news editors (small stations 75%, medium stations 82%, large stations 100%). Station managers consider news programs more costly to produce than other types of local programs. About one out of four stations employs a commentator or analyst.

NAB's study shows that 54% of newsroom personnel at small stations have had professional training—newspaper, journalism school or other special training. At medium stations 69% have a background of training; at large stations 81%.

NAB reports that 54% of stations find newscasts have about the same profit margin as other types of programs, compared to 62% who felt that way in 1953; 33% find news less profitable compared to 23% in 1953; 13% find news more profitable compared to 15% in 1953.

As to production costs, 62% of small stations, 57% of medium stations and 71% of large stations find newscasts more costly than other programs; 38% 41% and 26% the same; 0%, 2% and 3% less costly than other programs.

Saleability ■ Looking into saleability of news programs, NAB's study reveals that 70% of small stations, 67% of medium stations and 57% of large stations find news more saleable than other programs; 23%, 25% and 34% the same; 7%, 8% and 9% less saleable.

Eighty-one percent of large, 91% of medium and 89% of small stations reported they found that having news programs scheduled at the same times of day over the years attracted long-term sponsorship of individual news programs.

News department cost studies show salaries comprise 48% of the total at small stations, 48% at medium stations and 52% at large stations, a marked increase from the percentages in 1953 (40%, 44% and 46%). Wire services consume 38% of costs at small stations, 35% at medium stations and 27% at large stations. The cost ratio of wire services fell from 48% at small stations in 1953, 45% at medium stations and 39% at large stations.

Of the reporting stations in the survey, NAB said, 12% of small stations are affiliated with a newspaper, 17% of medium stations and 27% of large stations.

Individual Comments ■ In comments

TABLE I

Relationship of news to total and local programming of radio stations:

	Small Stations		Medium Stations		Large Stations	
	1953	1960	1953	1960	1953	1960
Local programming (% of total)	62%	84%	66%	85%	57%	85%
News programming (% of total)	15%	17%	16%	16%	15%	17%
Network news (% of network total)	14%	32%	16%	29%	15%	37%
Local news (% of local programming)	15%	14%	16%	14%	16%	13%
Local news (% of all news program hours locally produced)	65%	70%	67%	73%	58%	66%
Local area news (% of station-originated news)	42%	44%	40%	54%	38%	73%

TABLE II

News equipment and services:

Service:	Small % Total	Medium % Total	Large % Total
Reference library	36.1	41.4	64.5
AT&T teletype	57.7	62.1	74.2
Western Union ticker	6.2	12.3	51.6
Tape recorder	94.8	98.0	100.0
Wire recorder	4.1	3.4	0.0
AP wire	59.8	58.1	45.2
UP wire	42.3	52.7	83.9
Telephone beeper	93.8	94.6	100.0
Mobile units	36.1	57.6	80.6

attached to questionnaires, managers of medium and small stations stressed the importance of good local news coverage, especially in towns with no newspapers. It was described as the only way a small station can fight big station quality. Respect for radio is built in the community by good news coverage, some managers emphasized.

A number described the news program as the most profitable aspect of modern radio, with greater sponsor "continuancy" noted. Some pointed to the difficulty of finding qualified news personnel, citing the use of station news jobs as stepping stones into advertising and public relations and the high salaries commanded by newsmen.

Over nine out of 10 news reporters in small and medium stations and four out of five at large stations also broadcast the news. Roughly the same ratio prevails in the case of editors.

Responsibility for reporting, writing, editing and news judgment rests in a single person at 57% of small stations, 66% of medium stations and 80% of large stations. In nine out of 10 cases this person was called either news director or news editor. Persons with news responsibility at stations not having a news director or editor are: announcers 21%; program directors 28%; station managers 34%; other 14%.

Revenue Decline ■ A slight decline was shown since 1953 in the percentage and number of hours of locally originated news programs having sponsors (about 70% are sponsored). About two-thirds of network newscasts are sponsored at the typical station, unchanged from 1953. Three-fourths of

UPI augments service with 'audio' news reports

United Press International has made its long-expected move into the voiced news service field. Effective with the Summit Conference in Paris, it is offering to UPI radio wire clients daily news feeds on top stories as they break around the world.

This initial venture into audio news is two-phased. The first is spot reporting, the field UPI is in now. It consists mainly of "actuality" reports (that is, the actual sound of an event as it takes place, as with the Khrushchev news conference in Paris) with some "commentary" reports (descriptions of events such as last week's tidal waves in Hawaii). The second phase, targeted for mid-August, will be background reports on various topics compiled by UPI newsmen, taped and mailed to subscribing stations.

The operation, called "UPI Audio," is functioning under the UPI-Movietone division, which now supplies film news coverage to both tv stations and theatrical newsreels. It is headed by William R. Higginbotham, general manager of UPI-Movietone, and Bob Hewitt, editor of the UPI Audio department.

Mr. Higginbotham, bullish about the prospects of a voiced service at this point in radio's development, says his preliminary research turned up "no ceiling on the demand." One nationwide survey of UPI radio clients conducted early this year turned up a 93% expression of interest (based on 600 responses from over 1,800 UPI clients surveyed). One of the first spot news offerings, the Khrushchev news conference, was picked up by 280 stations. A test program in the background reports area was purchased by 420 stations.

How UPI Audio Works ■ The physical setup is relatively simple. When a news story breaks, the UPI Audio editor in New York (who has access UPI's regular news wires) orders up a circuit to bring the report into New York, where it is taped and edited. When the taped report is ready to be moved, New York tells UPI in Chicago to notify radio wire subscribers via teletype, giving them the New York number to call. Any subscriber who wants the report calls New York station-to-station, identifies himself to the UPI operator and is immediately cut into the tape via a special 10-line multiplex switchboard.

The only drawback to the system at present is that subscribers sometimes get a busy signal—tests have shown that "the switchboard lights up like a Christmas tree" within minutes after notification is put on the radio wire. As the system develops, however, UPI plans to install duplicate facilities in key cities—so that the demand can be spread around.

The charge to radio wire subscribers—$5 per report. Most reports will be under three minutes in length, both to fit easily into station programming and into the telephone company's 3-minute call rate structure. Clients make no long range commitments for the service. If they want a report, they call for it.

UPI feels that only an existing news service can economically offer a voiced service in today's radio economics. And even operating as a supplemental service to the larger UPI system, it finds costs "still large." This led to the decision not to set up "hard wires"— full-time circuits to supply news feeds to stations—because stations are unwilling to pay for them.

The taped report service to begin in August will be set up on short-term agreements with UPI client stations at fees based on cost of furnishing the material and station ability to sell it in a particular market. At the start one 30-minute program will be supplied each week.

Switching station ■ UPI Audio's spot news feeds to subscribing stations traffic through this tape center in New York. News reports are fed to this center from points around the world, taped, edited, then replayed through the custom-built 10-line multiplex switchboard. Bob Hewitt, editor of the UPI Audio department, is manning the desk.

local newscasts are sponsored at small stations; two-thirds at medium stations and seven-tenths at large stations.

This table shows stations reporting an extra charge for newscast sponsorship (by number of reporting stations):

	Small Stations	Medium Stations	Large Stations
No. Reporting Charge	43	76	21
Time rate plus			
5%	1	—	—
10%	13	20	4
12½%	—	3	—
15%	3	6	3
20%	9	22	3
25%	7	5	—
30%	—	4	3
35%	—	3	—
50% & over	4	2	1

5 awards for KMTV

KMTV (TV) Omaha took five of six awards in the tv division when the Omaha Radio-Television Council presented its Gold Frame awards two weeks ago. The station copped the educational, religious, special program or series, public service spot and news categories. WOW-TV won the Gold Frame award in the sports category. In addition KMTV won special commendation for three different special programs of a public service nature and WOW-AM-TV won special commendation for a series of talks on radio-tv and public opinion by General Manager Frank P. Fogarty.

In the radio division WOW was winner for educational, religious, public service spot and news. KFAB for sports, music (non-classical), special program and KMEO took the classical music award. Special commendations went to KSWI for a choir presentation and WOW for a corn-picking contest.

RIVALRY FOR POST-'48 FILMS

Theatre re-issue plan would preclude tv use

A long-discussed project of theatrical exhibitor groups, where they would acquire post-48 features from distributors and (1) keep them off tv and (2) obtain re-issue product for theaters, appears to be making headway. A spokesman for 20th Century-Fox Corp. acknowledged last week that the company has reached an agreement in principle with a committee of the Motion Pictures Investors Inc. and the American Congress of Exhibitors for theatrical re-issue of 12 "blockbuster" features of post-48 vintage during the coming year.

The Fox official said the proposal will have to be approved by stockholders. A meeting has been scheduled for July 6 in New York to consider the move. He refused to give any other details of the proposal. The joint MPI-ACE committee also has been discussing its plan with Columbia Pictures but it could not be determined if headway had been made there.

The basic plan is to offer guarantees to distributors for theatrical reissues of top features, and have the original distributors handle this activity. Film packages will be chosen by exhibitors, who will be guaranteed that the features will be available to theaters for a set number of years and then revert to distributors for disposal in any manner. ACE recoups its guarantee, plus cost of advertising and prints, film distributors and ACE-MPI each receive 50% of the balance.

MPI is a company formed by exhibitors to raise funds for purchase of post-48 features and to launch other projects that will assist the exhibition business. It was reported that a new agency may be formed to close transactions with film distributors on post-48 films.

An official associated with ACE said there are no precise figures on the number of post-48 features in existence, but "an informed estimate" places their number at between 2,500-3,000. He stressed that exhibitor groups are interested only in buying "the cream of the crop" and these may total less than 500.

ACE-MPI executives believe the market can absorb as many as 100 features a year, drawn from various film distributors. They hope to convince distributors that the guarantees to be offered will be larger than revenue that can be expected from the sale or leasing of the films to tv.

Will Chicago become big production center?

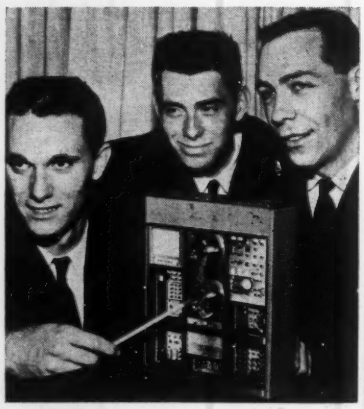
The mushrooming growth of independent and station video tape facilities for commercial use in Chicago and the government's crackdown on expenses associated with coast trips for radio-tv production activities might presage a new era for that city as a production center for tv commercials and syndicated programs.

At least that's the hope of Chicago Unlimited, an organization devoted to the propagation of local talent in radio, tv and allied fields. Also planned is a new municipal exposition center on Chicago's lake front for legitimate theatre, broadcast and other purposes.

The organization's weekly newsletter, *CU Digest*, outlines these potentialities, stressing the economy that might be effected in distribution costs of commercials or programs "by reason of Chicago's central geographic location."

Plans for the new municipal center were explored at a CU membership meeting by Edward J. Lee, general manager of the Metropolitan Fair & Exposition Authority.

Among other ambitious projects, Chicago Unlimited's president, Jules Herbuveaux, vice president in charge of NBC Central Div., and board have set the wheels in motion for a comprehensive dollar-volume survey on Chicago as a radio, tv, film and recording center and (2) CU's radio-tv participation in the Second International Trade Fair starting June 25. CU will co-



S. F.'s tape center ■ San Francisco Television Arts has just ordered nearly $500,000 worth of tv and tv tape equipment from RCA for delivery in September, when SFTA hopes to begin operations as a major producer of taped programs and commercials for television.

Principal executives of SFTA are (l. to r.) John Perry, Robert Swisher and Lawrence Bedford, all under 30 and formerly at KTVU (TV) that city. Their goal is to provide the Bay area with its own modern tv tape center and to produce 90-minute programs of all types exclusively for television. The length was chosen as the tv running time of most old movies, which SFTA expects to compete with by offering more up-to-date entertainment to local tv stations.

The equipment they have ordered from RCA includes three of the new 4½-inch image orthicon cameras, two tv tape recorders and transistorized video switching and special effects equipment.

SFTA expects to have a permanent production staff of about 20. In addition, the principals are creating a tv workshop of performers in the Bay area. It will function as a repertory theatre for television.

operate with the Chicago Assn. of Commerce and Industry. A third project involves a Gridiron dinner with the Chicago Federated Adv. Club. Dr. Leonard Kent, research director at Needham, Louis & Brorby, will coordinate the special study with Mark Munn, WGN Chicago.

On the trade fair project, Mr. Herbuveaux has appointed seven task forces to plan and execute participation. Among the chairmen: Ralph Bergsten, Don McNeill Enterprises; John Keys, sales promotion manager of WNBQ (TV) and WMAQ; Fred A. Niles, president of Fred A. Niles Productions (film firm), and William Wilson, manager of radio-tv, Young & Rubicam, Chicago.

STILL A STYMIE
WGA again rejects producer royalty plan

Another hoped-for solution to end the writers' strike against the producers of tv films fizzled out Tuesday night (May 24). Members of the tv branch of the Writers' Guild of America West, by a vote of 281 to 198, rejected the latest offer of the producers.

The new proposal, offered jointly by the Alliance of Television Film Producers and the Assn. of Motion Picture Producers (representing the tv film operations of the major movie makers), repeats the terms of the earlier ATFP offer (BROADCASTING, May 23) with the addition of a percentage plan which the writers can put into operation during the contract.

The percentage or royalty plan would give the writer of a half-hour tv film, 2% of the producer's gross receipts from that film up to $50,000 and 3% of everything over $50,000, in perpetuity. For hour-long films, the 2% applies up to $100,000, 3% after that. Against these royalties, the writer of a half-hour film would get an advance of $1,275; for an hour show the advance would be $2,310. These sums are equivalent to the minimum fees the writer would earn in the third and fourth year of the earlier ATFP offer, which calls for a 10% increase in minimums for the first two years and an additional 5% for the next two. Gross was said to mean absolute gross and to include receipts from all sources, foreign as well as domestic. Writers do not at present share in the sale of tv films abroad and their insistence on doing so is the major reason they turned down the earlier offer.

A proposal to cut the writer in for a share of foreign revenue from tv films was included in the deal negotiated between the guild of Ziv-United Artists, which called for the producers to pay the writers 2% of the foreign gross. This deal fell apart, however, when it developed that Ziv-UA meant it to apply only to films produced after March 31, 1964, while the WGA negotiators had believed it would go into effect immediately (AT DEADLINE, May 23). Ziv-UA subsequently withdrew the offer completely, joining with the other producers in the new ATFP-AMPP proposal.

Early in the morning ■ NBC News cameraman Sy Avnet rides as former President Harry Truman walks on his customary a.m. constitutional. Newsman Gabe Pressman (holding microphone, r) and the NBC crew took on the early morning assignment when the ex-President and Mrs. Truman were in New York to babysit with their grandchildren. Assistant Herman Van Devender does ricksha duty (at r).

Confusing ■ Attempts to calculate what the percentage or royalty plan offers writers in actual dollars versus the present system of minimum fees for the first broadcast plus residual payments for subsequent runs, are as confusing as trying to compare the program audience figures of different rating services. The writers who turned down the idea reportedly figured something like this:

A half-hour tv film will gross from $50,000 to $60,000 on the average. At 2.5% of the first $50,000 and 3% of everything over that, the writer's share would be between $1,250 and $1,550. Currently, he receives a minimum of $1,100 for the first run and 140% of this amount in residual payments for reruns, or a total of $2,640. Obviously, on this basis, the royalty plan makes little economic sense for the writer.

But the producers say that those calculations are not correct. The way they see it, the royalty plan would pay the writer of a half-hour tv film script between $1,125 and $1,250 for the first broadcast of the program (figured on a gross of $45,000 to $50,000 for the first run rights). Even the lesser figure is $25 better than the present minimum of $1,100, they point out. And, they add emphatically, the writer would get an advance of $1,275 which he could retain, no matter how little return the producer might get.

Figuring the second run gross as between $15,000 and $20,000, the writer's share would be between $425 and $600, depending on whether $5,000 would be needed to bring the total up to the $50,000 mark, and so would carry a royalty of only 2.5% versus the 3% that would go with all grosses above $50,000. Again, they note, both of these are better than the present first rerun fee of 35% of the $1,100 minimum, or $385.

Pocket Extra Cash ■ The producers also point out that any amount received by the writer for his script in excess of the $1,275 advance would not be included in the royalty calculations. A writer getting $2,000 for his tv film script would have only $1,275 deducted from his royalty payments. He could pocket the extra $725 in the same way he now pockets any fee above the minimum he or his agent is able to persuade the producer to pay. On this basis, the writer who was paid $2,000 for the script of a program which

grossed $50,000 on its first run and $20,000 on its second, would be getting $2,600 for two runs and with the royalty plan in effect instead of the present residual payment system, the second run is much more likely to be made, producers say.

They assert that the high residual fees paid to writers, actors and directors discourage reruns of tv films in most cases by pushing their costs beyond that which the market will bear. They point to *The Untouchables*, which is being shown in Australia but has not been rerun in the United States, as an example. And they also stress that their royalty offer covers the gross from abroad as well as at home.

The producers note that if they begin with paying 3% royalty fees to the writers, they'll be forced to make similar arrangements to pay perhaps 2% to the directors and maybe 9% to the actors (on the rule-of-thumb basis that the cost of the cast of a tv film show is three times the cost of the script), or a total of 14% of the gross. Add distribution costs of 35-40% and half of the gross or more is gone, leaving half or less to cover all production costs and the producer's profit, if any. Along with the disappointment that the writers' strike is still on, four and a half months after its beginning last Jan. 16, there appeared to be a degree of relief among producers that the writers did not accept the royalty plan.

What the writers appear to want is the producers' proposal for an immediate increase of 10% in minimum and 5% more after two years, the pension fund provisions and all the rest of the offer, plus a percentage of the foreign revenue as included in the Ziv-UA agreement before it became unstuck. As May draws to an end, the producers can see fall and the start of a new tv season just over the horizon. Finding themselves with no programs in the can and no scripts to start actors acting and directors directing, it seemed clear to many Hollywood observers that the producers are ready to meet any reasonable demand the writers may make. And that the producers' definition of "reasonable" is becoming broader day by day.

Coverage offered

The Montana Broadcasters Assn. is offering on-the-scene coverage to radio stations of the National Governors' Conference which will be held at Glacier National Park June 26-29. It's expected that the conference will have strong political overtones, since it comes just before the national coventions. Canada's Prime Minister John Diefenbaker will add international overtones, when he makes the featured address. Don Weston, prize-winning news director of KGVO Missoula, Mont., will head the news team giving reports to subscribers through collect telephone beeper calls. The reports will be available three times daily, lasting approximately two minutes each. The MBA charge will be $5 per call. The complete schedule or any portion can be ordered. In addition, special service calls on specific governors will be available at $15 per call. Interested stations should contact Dale G. Moore, P. O. Box 1405, Missoula.

CBS

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 30-31, June 1-3, 6-8 (11-11:30 a.m.) **Price Is Right**, participating sponsors.

May 30-31, June 1-3, 6-8 (12:30-1 p.m.) **It Could Be You**, participating sponsors.

May 31 (8:30-9:30 p.m.) **Ford Startime**, Ford through J. Walter Thompson.

May 31, June 7 (9:30-10 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

June 1, 8 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

June 1 (9-10 p.m.) **The Perry Como Kraft Music Hall**, Kraft through J. Walter Thompson.

June 2 (9:30-10:30 p.m.) **Summer on Ice—1960**, Brewers Foundation through J. Walter Thompson.

June 3 (9:30-10 p.m.) **Masquerade Party**, Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

June 4 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking, Nabisco through Ted Bates.

June 4 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles.

June 4 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

June 5 (8-9 p.m.) **Music On Ice**, sustaining.

June 5 (9-10 p.m.) **The Chevy Mystery Show**, Chevrolet through J. Walter Thompson.

June 6 (10-11 p.m.) **The Steve Allen Plymouth Show**, Plymouth through N.W. Ayer.

June 7 (8:30-9:30 p.m.) **The George Burns Show**, Hudnut-DuBarry through Lambert & Feasley.

Convention reports

Highlights of this summer's two major political party conventions, packaged into hour-long daily reports suitable for broadcasting before the start of the next day's proceedings are being offered tv stations by Convention Merry-Go-Round, 1960. Available on either tv tape or 16mm sound-on-film, the programs will run 52 minutes each. They will combine segments from a full video tape of the official proceedings, plus analysis, commentary interviews and behind-the-scenes reports by a group of commentators headed by Drew Pearson as editor-in-chief and including Stewart Alsop, Robert S. Allen, May Craig, Roscoe Drummond, Jack Anderson, Marquis Childs, Irv Kupcinet, George Dixon, Ralph McGill and Quentin Reynolds.

Tele-Record Services will handle production of the programs, with Leonard Shane as producer. Production schedule calls for editing and assembling to be completed within 30 minutes of the close of the day's convention session and to be recorded on tape within the next half-hour. Tape copies will be ready for shipment within 2½ hours of the session's conclusion.

Illinois AP awards

WGEM-AM-TV Quincy topped the list of station awards presented by the Illinois Associated Press Broadcasters Assn. at its annual meeting in Champaign May 21.

WGEM-AM-TV were cited for the "best cooperation" in supplying AP with news.

The awards follow, with places indicated in parenthesis:

(Metropolitan—Chicago)—Best regularly scheduled news show: (1) WBBM-TV; (2) WBBM; (3) WGN. Best regularly scheduled farm show: (1) WGN; (2) WLS; (3) WBBM. Best regularly scheduled sports show: (1) WBBM; (2) WGN.

Best special events coverage: (1) WGN-TV; (2) WBBM-TV; (3) WGN. Best documentary program: (1) WBBM-TV; (2) WBBM; (3) WNBQ (TV).

(Non-Metropolitan)—Best regularly scheduled news show: (1) WSOY Decatur; (2) WTAX Springfield; (3) WVLN Olney. Best regularly scheduled farm show: (1) WVLN. Best regularly scheduled sports show: (1) WVLN. Best special events coverage: (1) WTAX; (2) WVLN. Best documentary program: (1) WLPO LaSalle.

Texas news awards

United Press Broadcasters of Texas has announced awards in news categories for the past year. KONO San Antonio won first place for the greatest number of stories contributed for that station's population group and for the best news story. KELP El Paso filed the best feature story, with KONO second. KOPY Alice was runner-up for the best news story. KILE Galveston; KMID-TV Midland; KWRD Henderson, and KCYL Lampasas won for the greatest news volume for their population groups.

KCBD-TV Lubbock took the award for the best newspicture submitted to UPI with special achievement and enterprise awards going to WFAA-TV Dallas; KBOX Dallas; KTBB Tyler; KILT Houston, and KXYZ Houston.

News series planned for all RKO stations

An expanded public service programming concept is being implemented by WOR-AM-TV New York. It covers the production of a series of immediate spot news interests with national, international and community appeal. The series will be made available to other RKO General radio and tv stations, and some will be offered to other outlets in non-competing markets on a cost basis.

Robert J. Leder, vice president and general manager of the stations, noted that within 48 hours, a 90-minute radio-tv special program, *The Plane, the Summit and You,* was produced and presented on the outlets on May 18. A videotape of the telecast was carried on KHJ-TV Los Angeles, an RKO General station, the following day. Mr. Leder pointed out that commercial programming was preempted for the "Summit" show on WOR-AM-TV and will be the practice for subsequent news specials.

Similar "news-on-the-spot" reports will be presented during other crucial news breaks. The resources of the stations, including the news, programming, special events and promotion departments, will be marshaled and the RKO General overseas news service also utilized. In addition, the stations hope to bolster the number of regular public service features, which have included such programs as a special report on *The South Today* and a presentation of *Pinocchio* in recent weeks.

RKO General's overseas news service plans to kick-off a one-hour biographical series on world leaders shortly. The first subject will be Soviet Premier Nikita S. Khrushchev, and others to follow will include Harold Macmillan of Great Britain and Charles De Gaulle of France.

Mr. Leder hopes that the availability of WOR-AM-TV material to other RKO General stations will serve the dual purpose of providing these outlets with useful public service programming and of stimulating them to attempt similar programming ventures.

Film sales

Campy's Corner (Heritage)

Sold to KRCA (TV) Los Angeles.

Background: This film and tape feature stars Roy Campanella with various sports and entertainment celebrities.

Now in **25** markets.

Coronado 9 (MCA-TV)

Sold to WNEW-TV New York; WTTG (TV) Washington, D.C. Also sold in the following cities: Billings, Mont.; Laredo, Tex.; Charlotte, N.C.; Salt Lake City, Utah; Louisville, Ky.; Greenville, N.C.

Now in **130** markets.

Shotgun Slade (MCA-TV)

Sold to R.J. Reynolds Tobacco Co. (William Esty Co.), for three markets in Virginia; Wisconsin and upstate New York; and to Whittles' Bargain City and Cochran's Hardware and Furniture Co. as alternate sponsors for one market in Oklahoma.

Now in over **170** markets.

Program notes

Signs Mrs. Roosevelt ■ Mrs. Franklin D. Roosevelt has been signed by American-Continental Telefilms Inc., N.Y., to star as narrator-hostess of *Operation Escape*, a new series of 39 half-hour films dramatizing stories of escapes from behind the Iron Curtain. Although production has started in Munich, Germany, Mrs. Roosevelt's portions of the program will be filmed in New York and edited into the finished film. Series will be distributed by Jayark Films Corp., N.Y.

More convention coverage ■ Radio coverage of Democratic national convention in Los Angeles will be offered by KPFK (FM) Los Angeles, noncommercial station operated by Pacifica Foundation. Service will include three feeds daily plus a two-hour analysis by political experts, each night, with individualized coverage available on request. Subscribing stations will pay line charges plus fee based on rate card. Arrangements are being handled by Jim Biltchik at WBAI (FM) New York, another Pacifica station.

Voice's choice ■ A cultural program produced by WCAO Baltimore in cooperation with local colleges, museums and libraries has been selected by the Voice of America for use in overseas broadcasts. *Dialogue on the Arts* is a half-hour discussion program dealing with all forms of creative expression, including poetry, music, ballet and movies. After its first airing on WCAO, WTOP Washington requested permission to rebroadcast the series and subsequently the Voice made its bid.

Historical hurrahs ■ The Westinghouse Broadcasting Co. has announced a radio series of eight half-hour programs. Titled *Songs for Presidents*, it features campaign music from the days of George Washington up to the present. Westinghouse reports the series will "capture the sound, exhilaration and fury of campaign music in American presidential elections." William J. Kaland and Roy Meredith, who

AT DEADLINE . . .

questionnaires for your FREE listing in the 1960 BROADCASTING YEARBOOK

"The one-book library of tv and radio information"

must be received by June 6

- manufacturers
- stations
- services

. . . if you have not received such a questionnaire for your free listing, *please write today—*

BROADCASTING YEARBOOK
1735 DeSales St., N.W.
Washington 6, D.C.

teamed on the tv show *The American Civil War*, will produce and write the radio series, respectively. Roy Ross is musical director. WBC radio stations are: KDKA Pittsburgh; KYW Cleveland; WOWO Fort Wayne, Ind.; KEX Portland, Ore.; WBZ Boston, and WIND Chicago.

New film package ■ ABC Films Inc., N.Y., announces the availability of its "Empire 35" package of 35 full length J. Arthur Rank feature films. Several of the films—"Children Galore," "Don't Ever Leave Me," "The Hornet's Nest" and "One Jump Ahead"—have never been shown in U.S. movie theatres, according to ABC Films.

Ginger's show ■ Ginger Rogers will star in a new half-hour film series to be produced jointly by 20th Century-Fox Television and her own company, Lincoln Productions. Series, to be ready for broadcasting this fall, is as yet untitled but it will not be an anthology series, Peter G. Levathes, president of 20th-Fox TV, said in announcing the program. Miss Rogers will dominate each episode, he said. Production of the pilot is scheduled for mid-June.

His Honor speaks ■ All 11 Philadelphia radio stations, am and fm, are carrying the city's five-minute *Report to the People*. The weekly taped series had been presented in 15-minute segments for the past several years, but was being played by a decreasing number of stations. The programs feature discussions of city problems by the mayor, city council president and city managing director among other authorities. The 11 stations all agreed to run the programs if they could be tailored to five minutes each.

The 'hyphenated writer'

Hollywood is undergoing a "quiet revolution" with the writer emerging as king, according to Aaron Spelling, writer-producer of Four Star Production's *Zane Grey Theater*.

MR. SPELLING

Mr. Spelling, who was in New York on a business trip with his wife, actress Caroline Jones, estimated that at least 10% of the producers of tv film series are also writers and predicted that eventually "all producers will be writers." The reason? Mr. Spelling claims that advertisers, more and more are reaching the conclusion that the writer is "the single most important force" in a tv film series, and the "star value" often is secondary.

"Madison Avenue is asking: 'Who's the writer?' before buying a series," Mr. Spelling reported. "As a result, production firms are offering many successful writers the opportunity to serve as producer on a series, with the stipulation they write six or eight scripts."

Rod Serling, writer-producer of *Twilight Zone* and Stirling Silliphant, writer-producer of *Naked City* are two outstanding examples of what Hollywood is beginning to call the "hyphenated writer." But Mr. Spelling noted that at Four Star there are two other writer-producers —Steve Lord and Bob Soddenberg.

The effect of the emergence of the "hyphenated writer" will be an upgrading in tv film scripts, Mr. Spelling contends. Even the much-castigated "western" will undergo an uplift in standards as "the play becomes the thing," according to writer-producer Spelling. He observed that audiences—both movie and tv—are intrigued by a western background but added that there "is no reason why, within this appealing framework, that we cannot write scripts that are mature—psychological dramas, good comedy and suspense thrillers."

Shorts to tv ■ Theatrical shorts series which Columbia Pictures turned out for more than 20 years under the generic title of "Screen Snapshots" are being adapted for tv release by Columbia's tv subsidiary, Screen Gems, as half-hour programs titled *It Happened in Hollywood*. Ralph Staub produced the original series and is producing them for tv as well. Vincent Price will serve as host for the series.

MGA wins two ■ Musicians Guild of America has won a collective bargaining election of musicians at Ziv Television Programs and Ivan Tors Films by a vote of 26 to 1 over the American Federation of Musicians, with two ballots challenged. MGA was previously chosen to represent the musicians employed by members of the Alliance of Television Film Producers, but Ziv, an alliance member, was omitted from that election because it was not employing musicians at that time. Since then, Ziv has announced plans for adding live music to a number of its filmed programs for television. Presumably Ziv will henceforth be represented in the negotiations now in progress between ATFP and MGA over terms of a contract for musicians employed in the production of tv filmed programs.

Pressing and promo ■ Two newly formed companies, All-Disc Records Inc. and Disc Service Inc., will cooperate in offering customers record promotion programs, productions, pressing, packaging, distribution and exploitation, it was announced by I.J. Amo and Gene Jensen, presidents of the respective firms. Although operating as separate entities, the two companies will be located at the same address: 114 W. 1st St., Roselle, N.J.

Hollywood office ■ Official Films Inc. has announced the opening of offices in Hollywood at 951 N. La Cienega Blvd. Phone: Oldfield 5-6705. The west coast branch, to be managed by Howard Landau and Barney Mackall, will be used primarily for production coordination.

CBS exchange plan ■ A public affairs program exchange plan in which three CBS-owned tv stations participated last year will be expanded to five CBS-owned stations in 1960, it was announced by Craig Lawrence, vice president, CBS-TV stations. Each of the participants (WBBM - TV Chicago, KNXT [TV] Los Angeles, WCBS-TV

It's for reels —YOURS!

For answers to your tape problems, see your 3M representative or write: 3M Company, St. Paul 6, Minnesota.

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...where research is the key to tomorrow
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New York, WCAU-TV Philadelphia and KMOX-TV St. Louis) will produce on tape and exchange with the other stations 13 half-hour public affairs programs, thus permitting each station to program two - and - one - half hours of public affairs each week from May to September.

Good life ■ Dr. Carlton Fredericks' *Living Should Be Fun* radio series, a half-hour diet and nutrition show that has been a feature of WOR New York for the past five years, is currently being offered out-of-town on a one-station-per-market basis. Herb Saltzman, merchandising manager of WOR, is handling syndication of the programs, which are taped in WOR's studios. Dr. Fredericks also tapes regional commercials in New York. Early station sales include: WGAR Cleveland; WLW Cincinnati; WDOE Dunkirk, N.Y.; WJTN Jamestown, N.Y.; WJMJ Philadelphia; WAAP Peoria, Ill.; WGGO Salamanca, N.Y.; WSUN St. Petersburg, Fla.; KCUB Tucson, Ariz.; WIBX Utica, N.Y.; WCUM Cumberland, Md.; WHAM Rochester, N.Y.; KGON Portland, Ore.; WJMR New Orleans, and WGR Buffalo.

Numbers up ■ WTVJ (TV) Miami obtained a print of "The Numbers Racket," from the *Armstrong Circle Theater* CBS-TV series, shown on that station, at the request of the city manager. The program had advanced the theory that numbers rackets cannot thrive without police cooperation. Charges of laxity had been leveled at Miami police through a grand jury, WTVJ reports, and the city manager wished to show the film at the station May 19 to some 350 city officials and police department members.

Wonderland revisited ■ Screen Gems has announced plans to present a half-hour color series based on "Alice in Wonderland" with production to start late this summer. Clarence Greene and Russell Rouse, Academy Award-winning scriptwriters, will produce the series. A search has begun for actors and a top composer.

Residuals ■ Screen Actors Guild collected and distributed to members $2,337,849 in residual payments for reruns of tv entertainment films during the six months ended April 30, SAG reported. Residual payments from December 1953 to April 30, 1960, total $14,407,967.

Tv "kickers" ■ A package of 10 short film clips, intended specifically as "kickers", or humorous items for the close of local tv news broadcasts, is offered by Standby Humor Film Clips, 132 Surrey Drive, New Rochelle, N.Y. The clips, which are culled from newsreel libraries, vary in length from 15 seconds to one minute. Scripts go with the package, but soundtrack narration also is provided, according to Bill Kling, president of the company.

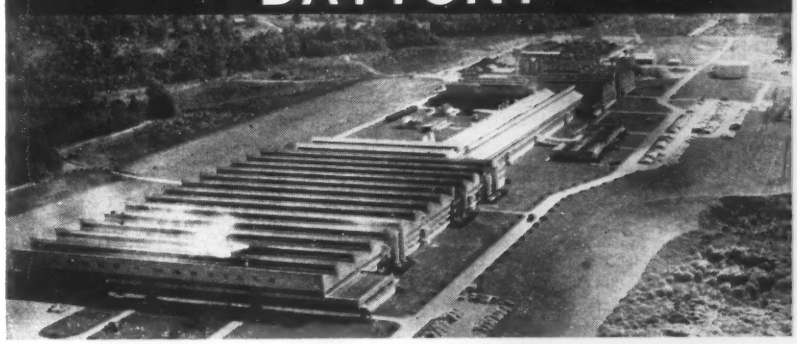
The tipoff ■ Heritage Productions Inc., N.Y., is distributing a series of 260 five-minute golf shows for tv. The color series, entitled *Golf Tip of the Day*, features pro Dow Finsterwald showing viewers how to improve their games. The show is packaged by Herman Rush Assoc., N.Y., and will be produced by Brass Dolphin Inc., that city, in association with Rush.

New producer ■ Bonnaker Productions has set up headquarters at Republic Studios, North Hollywood, Calif., as an independent tv enterprise. Edward J. Montagne, formerly executive producer of CBS-TV film shows in New York and later producer of the *Phil Silvers Show* on CBS-TV; Bill Friedberg, a writer on that series, and Neil Simon, also a tv writer, are the Bonnaker principals.

Keystone Kops ■ Mack Sennett comedies, movie classics which gave Charlie Chaplin, Marie Dressler and others their start to stardom, are coming to television, Harry Tatelman, president of Hampshire Productions has announced. Moreover, Mack Sennett himself will serve as technical advisor of the tv series which will be based on the adventures of two comics who become involved with the bathing beauties and Keystone Kops that were Sennett trademarks 40 years ago.

Franciscans to tv ■ A tv version of *The Hour of St. Francis*, weekly transcribed series on more than 600 radio stations, has been announced by Fr. Hugh Noonan, O.F.M. Fr. Noonan, who serves as director of the programs produced for the Third Order of St. Francis, said that cycles of 13 films are planned with such talent as Danny Thomas, Ann Blythe, Charles Laughton and MacDonald Carey. First two films have already been completed. Concurrently a campaign to help defray expenses of the public service tv series has been started. Further information may be obtained from *The Hour of St. Francis*, 218 E. 12th St., Los Angeles 15.

CHICAGO? HOUSTON? DAYTON?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Johns-Manville Products Corporation Plant located at Natchez, Mississippi, manufacturing insulating board and hardboard products from wood fibre.

Fm, uhf tuner set production shows rise

Production of tv receivers with uhf tuners and fm radio sets both moved upward in the first three months of 1960, Electronic Industries Assn. reported last week. Retails sales of both tv and radio also rose over the comparable period of last year.

Production and sales figures for the first 1960 quarter compared to the same period in 1959 are given below:

TELEVISION

Period	Production	Sales
Jan.-March '60	1,579,447	1,600,369
Jan.-March '59	1,390,550	1,375,628
	RADIO	
Jan.-March '60	4,465,706	2,079,308
Jan.-March '59	3,597,676	1,690,941

There were 139,067 tv sets made with uhf tuners in the first 1960 quarter, compared with 102,631 in the same period in 1959. Fm radio production totaled 167,906 receivers, up 75,000 over same 1959 period. Auto radios comprised 1,863,094 sets of total radio production, up 500,000 over the same 1959 quarter. Radio sales do not reflect auto radio.

RCA head talks about foreign competition

The U.S. electronics industry can meet any fundamental foreign competition threat, RCA President John L. Burns said Thursday (May 26). In Miami Beach to address RCA's eastern and southern distributors at their annual meeting, Mr. Burns cautioned foreign countries to "exert wisdom in their export policies." Forced entry into the American market through an excessive combination of government subsidies and lower labor costs will "only stimulate the demand for new governmental barriers against electronics imports," he told the southern distributors.

Japan's headway in the production of vest-pocket portable radios was made possible by the development of miniaturized components not available in this country, the RCA head said. Such competition can be met head-on with products that hold their position in the market place purely on the basis of styling, quality and performance, Mr. Burns stated. He pointed to the development of RCA's own vest-pocket portables as the "way we hope we can always counter foreign competition." In the face of increased imports, he added, RCA last year sold more radios than ever before.

In remarks to the distributors about RCA Victor television models for 1960-61, Mr. Burns discounted the notion that color tv is a "rich man's plaything." According to an RCA sampling of families who bought color tv sets during the past two years, nearly half had annual incomes of less than $10,000, he said. Substantial gains in tv set sales can be made only if the industry embraces color, Mr. Burns said.

RCA will introduce this fall four deluxe tv models with cabinets made by Henredon furniture manufacturer. The three black-and-white and one color sets will range in price from about $800 to $1,400.

■ Technical topics

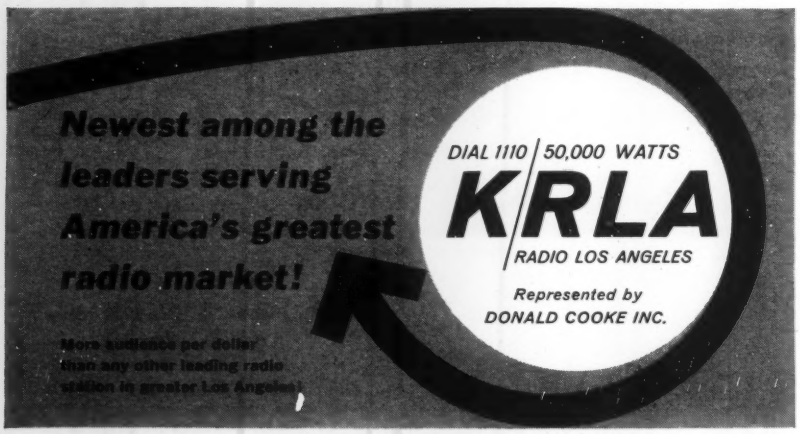
Merger agreement ■ A merger of General Instrument Corp and General Transistor Corp. is near. Directors of the two companies agreed in principle to the merger on May 20. It is now subject to further investigation and stockholder approval. The arrangement calls for the issuance of seven-tenths (.7) of a share of General Instrument common stock for each outstanding share of General Transistor common. GI's sales for the nine months ended Nov. 30, 1959, were $41,277,875. GI's sales last year were $10,278,585.

Muzak's manufacturer ■ Continental Manufacturing Inc., Omaha, has entered into a long-term agreement with Muzak Corp., N.Y., to manufacture and supply power amplifiers. Muzak has more than 215 franchisers. In addition to doing sub-contract work for several well-known electronic firms and marketing a line of custom receivers for the broadcasting industry under the trade name McMartin, Continental also manufactures and markets a complete line of hi-fi components and radio intercom systems under the Harmony brand.

Shipment summary ■ RCA has shipped tv tape recorders, antennas and transmitters, to the following: three color tv tape recorders to NBC in Burbank, Calif.; two to NBC New York; three monochrome to Reeves Sound Studio, N.Y.; one black and white each to WMAR-TV Baltimore, KWTV (TV) Oklahoma City, Children's Hospital, Pittsburgh. Foreign deliveries include two monochrome units each to Norway and Egypt. Transmitters were shipped to KSSO-TV Sioux Falls (25-kw), KHQ-TV Spokane, Wash. (used 2-kw), WXTV Youngstown, Ohio (1-kw), and KCBY-TV Coos Bay, Ore. (2-kw), and antenna to KCBY-TV (six-section).

Tester ■ Smith-Florence Inc., Seattle, Wash., has announced a new model of its "Fault-Finder" product line. The new 5-inch presentation Model 751 was specifically designed for the broadcasting industry, according to the manufacturer, where examination of large-diameter coaxial air dielectric cable is necessary to discover impedance mismatches, shorts or opens. To make the instrument more versatile, an "air-poly" switch is incorporated to change the range mark and sweep circuitry to agree with the difference in propagation constants of air and polyethylene cables. The 751 reads faults from 0 to 1200' on either type of cable.

'Pancaked' ■ Sylvania Electric Products, Woburn, Mass., reports the development there of "Pancake" construction for transistor packaging, which will result in a line of miniaturized transistors for smaller and lighter electronic equipment including airborne communications and computer systems. Height dimension of the new transistor has been reduced to one-twentieth of an inch, it was reported, resulting in a wafer-thin semiconductor package with extreme ruggedness, reliability and ease of manufacture.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Broadcast Advertising

Thomas E. Ables and **Robert F. Lewis,** both vps and account executives of Phillips-Ramsey, San Diego advertising agency, elected to board of directors. **Don James,** publicity director, promoted to account executive. **William J. Seaton** succeeds Mr. James.

Dr. Frank Mayans and **William T. Moran,** both in research department of Young & Rubicam, N.Y., named vps. Mr. Moran becomes manager, coordinator of research, Dr. Mayans, associate director for plans and analysis.

MR. WULFHORST

Robert A. Wulfhorst, previously associate media director at Dancer-Fitzgerald-Sample, N.Y., to Needham, Louis & Brorby, that city, as vp and director of media and research.

Stanley J. Quinn Jr., vp, executive producer, J. Walter Thompson, N.Y., joins Doherty, Clifford, Steers & Shenfield, that city, as vp and director of tv-radio programming and production.

William S. Bahrenburg, account executive in sales department of *Life* magazine, joins Reach, McClinton, N.Y., as vp.

John L. Baldwin, vp, Kenyon & Eckhardt, Chicago, transfers to Boston office as account supervisor.

Albert J. Platta, secretary and comptroller of Klau-Van Pietersom-Dunlap, Milwaukee advertising agency, named treasurer. **Ray L. Pearson** succeeds Mr. Platta as comptroller.

S. Whitney Landon, assistant to president and secretary, and **Prescott C. Mabon,** assistant to president, elected vps, American Tel & Tel.

Joan Rutman, formerly media group supervisor at Grey Adv., N.Y., to Cleveland office of McCann-Marschalk as media director.

Charles W. Haines Jr., formerly with Gardner Adv., St. Louis, to Krupnick & Assoc., that city, as media manager. **Ben Starr,** formerly copy chief at Frank Block & Assoc., joins Krupnick as senior copywriter.

Harold Tillson, media group supervisor, Leo Burnett, Chicago, promoted to manager of media department. **George Wilcox** succeeds Mr. Tillson. **John W. Setear,** moves from assistant manager of media department, to marketing supervisor.

Jack Davis, manager of commercial production at Grey Adv., N.Y., elected vp. Also named vps were: **Onofrio Paccione** and **Lester Rondell,** associate head art directors; **John H. Rigor,** account supervisor; and **William Schultze,** manager of print production and control.

Andrew C. Zipprich, formerly of Grey Adv., N.Y., joins Compton, that city, as space buyer in media department. **Irving Sonn,** formerly Ted Bates & Co., joins Compton as copy supervisor on Pertussin and Sterling Drug Products.

Frank H. Russell appointed advertising manager, Sylvania Electronic Systems, N.Y., division of Sylvania Electric Products Inc.

Martin Barsky and **Gil Lasky** named account executive and copy chief, respectively, at Beckman•Koblitz, Los Angeles advertising agency.

Rick Mittleman, formerly associate producer with ABC-TV, to Anderson-McConnell, Los Angeles, as director of radio-tv.

Abbott Davis and **Peter Pih** named broadcast media director and manager of media research, respectively, at The Fitzgerald Agency, New Orleans. Mr. Davis formerly was with Lennen & Newell, N.Y., and Mr. Pih with Leo Burnett agency.

Richard S. Mulford, previously head of own advertising and sales promotion counseling service and formerly director of tv commercial division of Desilu Productions, Hollywood, to D'Arcy Adv., Los Angeles, as radio-tv director.

Ralph Ammirati, formerly of Erwin Wasey, Ruthrauff & Ryan, N.Y., joins BBDO, that city, as art director.

Donald B. Madden, account executive with BBDO, San Francisco, transfers to N.Y. office on Pan-American coffee bureau account.

Richard Hall, formerly with Benton & Bowles, N.Y., joins Ted Bates, that city, as account executive on Fab.

Walter C. Cash joins Los Angeles office of Doyle, Dane Bernbach as account executive.

Paul Blustain, formerly in radio-tv department of Young & Rubicam, N.Y., to McCann-Marschalk Co., that city, as producer of commercials.

Melvin Beer and **Vincent Messina** join Smith/Greenland Co., N.Y., as assistant art directors. Mr. Beer was assistant art director for Clairol Co., that city, and Mr. Messina was freelance artist.

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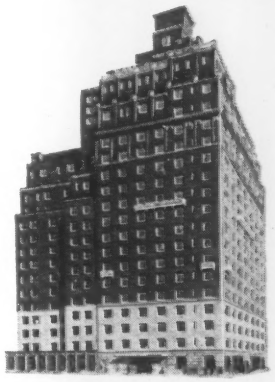

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KNOTT HOTELS

Grant headquarters to N.Y.; top echelon shuffled

MR. PLOWE MR. PURCELL MR. PECK MR. MACK MR. KOTOWSKI MR. CATHER MR. GORDON MR. YOUNT

Elliott Plowe, senior vp of Grant Adv.'s New York office, becomes president as agency moves its U.S. headquarters from Chicago to New York. He came to Grant last February from BBDO where he had been vp and account supervisor. Founder **Will C. Grant** continues as chairman of board and chief executive officer in Chicago, where corporate business of agency's nine U.S. and some 30 foreign offices is centered. **Christopher Cross,** vp and administrative assistant to president, assumes new Chicago assignment as senior administrative vp. **Lyle Purcell,** president of Select Magazines and formerly marketing-reasearch vp of BBDO, has joined reorganized agency as executive vp of Grant Adv. (USA) and general manager of New York office. Six executives from Grant's Detroit office move to New York. They are **Frederick A. Peck** creative director, promoted to vp and head creative director for all offices; **Robert C. Mack,** tv-radio director, who becomes vp and national director of tv and radio; **Leonard J. Kotowski,** Detroit copy chief, to vp and copy chief of all U.S. offices; **Wallace J. Gordon,** assistant branch copy chief, to assistant national copy chief; **Myers B. Cather,** vp and Detroit manager, to vp and account supervisor, and **Bruce W. Yount,** controller, to internal office manager. The Detroit office remains open on service basis.

The Media

John F. Dickinson, vp, Harrington, Righter & Parsons, N.Y., elected to board of directors. Mr. Dickinson has been with company since 1949.

Morton A. Barrett, vp and secretary The Bolling Co., N.Y., joins Edward Petry & Co., that city, as tv salesman.

Mortimer Weinbach, vp and general counsel of ABC, named to radio board of directors of NAB, succeeding **E. J. DeGray** who recently resigned as president of ABC.

MR. BREMER

Frank V. Bremer, 50-year veteran in broadcasting, and most recently consultant to WNTA-AM-TV New York, retires. WNTA is outgrowth of amateur spark station, operated during 1908-13 under the call "F.V." built and operated by Mr. Bremer. "F.V." then became station 2-ARN, operating as spark transmitter. Mr. Bremer obtained license when this became mandatory, operating 2-ARN until World War I ban on radio. In December 1918, station returned to air as 2-IA, with first constant wave transmitter installed in 1919. Three years later, amateur 2-IA became WAAT Newark, N.J., and subsequently WNTA.

Walter Conway, manager of KDIA Oakland, Calif., elected vp. Before joining KDIA, Mr. Conway was manager of WBEE Chicago and previously managed KSAY and KSAN, both San Francisco.

Robert G. Dunkin, technician at WHYY-TV Philadelphia, promoted to engineering supervisor.

Ken Radant, program director at WBCH Hastings, Mich., promoted to assistant manager. He has been with station since 1958.

Howard A. Singer, assistant general attorney, National Telefilm Assoc., N.Y., named assistant to president, Oliver A. Unger.

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MIDDLEWEST

AM-FM Fulltime—3 station market—1960 gross will hit $85,000.00. Average profit around $20,000.00—Priced to sell—$115,000.00. **$115,000.**

FAR WEST TV-AM-VHF

With cash flow of $91,000.00 for 1959. Total price $550,000.00, with 29% down and balance over eight years. **$550,000.**

NORTH MIDDLEWEST DAYTIMER

Fulltime possible. Grossed over $93,000.00 in 1959. Plant in excellent shape. Total price $125,000.00, with 29% down and balance negotiable. **$125,000.**

SOUTH WEST FULLTIMER AM-FM

250 watts with application in for 1000 watts. Brand new equipment, valuable real estate, with gross around $100,000.00. Priced at $125,000.00 with terms. $100,000.00 for cash. A real solid buy based on today's prices. **$125,000.**

MIDWEST DAYTIME REGIONAL

Profitable daytimer in one of the top twenty markets. Unlimited potential. Excellent frequency with 1000 watts power. Priced to sell at $450,000.00. 29% down and seven years payout. **$450,000.**

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EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

MR. JOYCE

William W. Joyce, vp and tv sales manager, Katz Agency, Chicago, becomes manager, Detroit office. **Alan T. Axtell,** manager of St. Louis office, named tv sales manager, Chicago. **James E. Muse,** St. Louis sales staff becomes office manager, and **Arthur J. Underwood** is appointed senior salesman in radio sales for Detroit area.

John R. DiMeo, formerly manager of KPUG Bellingham, to KAYO Seattle, both Washington, in similar capacity. **Ted Carlson,** formerly with KIRO, that city, joins KAYO as general sales manager.

Morris J. Levin and **Betty J. Southard** join Washington law firm of Roberts & McInnis. Mr. Levin formerly was in office of general counsel, U.S. Post Office Dept. and Miss Southard formerly served in appellate branch, Litigation Div., National Labor Relations Board.

David Loring, news director at WGIL Galesburg, Ill., elected president of Illinois Associated Press Broadcasters Assn., succeeding **Phil Miller,** WTAX Springfield. **Donald Yaeger,** with WSMI Litchfield, elected vp.

Dale Coleman, news director of WTVP (TV) Decatur, elected president of UPI Broadcasters of Illinois, succeeding **Robert Brown** of WMAY Springfield. **Ed Ronne** of WMBI Chicago, and **Fred Cline,** WSIL-TV Harrisburg, named vps and **Frank Spencer,** UPI Chicago, appointed secretary.

M.J. Bergstein, WMAJ State College, elected president of Pennsylvania Assn. of Broadcasters, succeeding **Cecil Woodland** of WEJL Scranton. **Tom Metzger,** WMRF Lewistown, and **Robert Gulick,** WGAL Lancaster, named first and second vps, respectively.

MR. ALLEN

George H. Allen, general manager and assistant publisher of *McCall's* magazine, appointed special assistant to president of Meredith Publishing Co., including work with company's broadcast division (KCMO - AM - TV Kansas City; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha; WHEN-AM-TV Syracuse and KRMG Tulsa, Okla.). He also will coordinate plans for other divisions and subsidiaries of Meredith. He will headquarter in New York.

MR. EVANS

Herbert E. Evans, president of Peoples Broadcasting Corp., elected president of YMCA. Mr. Evans, on board of directors of RAB, also is U.S. radio-tv representative to Inter-American Assn. of Broadcasters and is member of its directive board.

Calvin J. Smith, general manager, KFAC Los Angeles, elected chairman of Southern California Broadcasters Assn. Other new officers: vice chairman, **Charles Hamilton,** KFI Los Angeles; secretary, **Herb Comstock,** KAVL Lancaster; treasurer, **Ernest Spencer,** KWIZ Santa Ana.

Gus Dato, maintenance supervisor at KTTV (TV) Los Angeles, appointed to new post of engineering supervisor. **Chuck Adams,** staff tv engineer at KTTV, promoted to video tape engineering supervisor.

MR. SCHORR

Herbert Schorr, formerly owner of WFEC Miami, appointed general sales manager of WHAT-AM-FM Philadelphia. Mr. Schorr previously was sales manager of WOV New York and with RKO General.

Dan Hayslett, general manager of KXIL Dallas, elected president of Assn. of Broadcast Executives of Texas. **Bob Keefe,** manager of NBC Spot Sales, Dallas, named vp.

W.W. Warren, executive vp of KOMO-AM-TV Seattle, elected chairman of board of Washington Assn. of Broadcasters. **Ronald A. Murphy,** formerly association's managing director, elected president. **Allen Miller** of KWSC Pullman named secretary-treasurer and **Tom Bostic** of KIMA-AM-TV Yakima elected vp.

Ken Hastie, WMT Cedar Rapids, elected president of Iowa Broadcasters Assn., succeeding **Paul Loyet,** WHO-AM-TV Des Moines. **Robert Erickson,** KOKC Keokuk, elected vp, **Paul Elliott,** KRNT-AM (TV) Des Moines, treasurer and **Jim Duncan,** Drake U., executive secretary.

Paul Bain appointed director of promotion and pr at KOB-AM-TV Albuquerque, N.M.

MR. ERVIN

Ray W. Ervin, local sales manager of WGIV Charlotte, N.C., promoted to national sales manager. Prior to joining station in 1953, Mr. Ervin had been with MGM for 20 years.

CHRIST'S RETURN—
Myth or Reality?

Seventh-day Adventists

believe deeply Christ's promise to return, literally, visibly—in our own age. While applying their efforts to world problems, Adventists look to this coming as the ultimate solution of those problems.

The hope of Christ's return—

motivating a world program of service.

Free: Background reference volume on the Seventh-day Adventist Church, 128 pp., thumb-indexed, leatherette-bound. Please write on letterhead.

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George Logan joins WLW Cincinnati as associate farm director.

Paul McLaughlin named to local sales staff of WKNB West Hartford, Conn.

Harry Zimmerman, air personality at KSTP-AM-TV Minneapolis-St. Paul, promoted to sales staff of KSTP-TV.

Duan Ford, air personality for KOMU-TV Columbia, Mo., promoted to sales representative.

Jim Necessary, formerly assistant general sales manager of WDAF-TV Kansas City, to KTVI (TV) St. Louis on local sales staff.

Nate Shapiro joins WPEN Philadelphia as account executive.

Joseph L. Benton Jr., formerly with WMBD-TV Peoria, Ill., to WITI-TV Milwaukee on local sales staff.

Ray Betsinger, account executive at WLS Chicago for over 15 years and specialist on farm accounts, to WAIT, that city, as coordinator of sales and sales promotion. **Earl E. Matthews,** formerly on sales staff of WJJD Chicago, also to WAIT in similar capacity.

Walter Pfister, promoted from assignment editor to supervisor of news at NBC central division. He will be assistant to Frank Jordan, news manager.

Steven Safion, formerly of WBAI-FM New York, joins WVOX-FM New Rochelle, N.Y., as host of nightly music program.

Ken Welch, director of public affairs and tv production for WOOD-AM-TV Grand Rapids, Mich., resigns because of ill health. He will enter advertising field in Arizona. **Carol Duvall,** women's director, succeeds Mr. Welch.

Dick Braun named program director of WTIX New Orleans, succeeding **Marshall Pearce** who resigns to enter advertising field.

Lulu winner ■ Fran Harris (r.), vp and creative director of Harris-Tuchman Productions, Hollywood, receives Lulu Award from **Greer Garson** for best tv commercial in the 14th Annual Achievement Awards sponsored by the Los Angeles Advertising Women. The award was presented for a Mattel Toy Barbie Doll commercial. Mrs. Harris also won first place in business film category for a filmstrip produced for Cole of California (women's apparel).

Paul Montague appointed advertising and art director of KTRK-TV Houston.

Tom Beavers joins farm service department of KMA Shenandoah, Iowa.

Payne Williams, formerly of Comstock & Co., Buffalo advertising agency, to WIS-TV Columbia, S.C., as creative services director.

Ernie Anderson joins KYW-TV Cleveland as staff announcer. He has been freelancer.

Elmer Friman, formerly with WLWD-TV Dayton, Ohio, to engineering staff of WFBM-AM-FM-TV Indianapolis.

Al Bell joins KHOU-TV Houston as air personality.

Jim Roberts and **Bill Terry** join KING Seattle, Wash., as air personalities. Mr. Roberts formerly was with KGEE Bakersfield, Calif., and Mr. Terry with KLUB Salt Lake City.

Oscar Rose, formerly radio-tv director for Anti-Defamation League, joins Westinghouse Broadcasting Co. as United Nations correspondent.

Richard Hammer, formerly account executive at KBOX Dallas, to sales staff of WBBM Chicago.

Georgie Christie and **Woodie Garcia,** both formerly with WLCY St. Petersburg, join WSOL Tampa, both Florida, as air personality and Spanish program director, respectively.

Lee Davis, formerly program director at WKYB Paducah, Ky., to WHYE Roanoke, Va., as production manager-air personality. **George Dyer** and **Dave Eldridge** both join WHYE as air personalities.

Jack Gregory, formerly Western Div. manager for United Artists-TV, rejoins KGO-TV San Francisco as account executive. He had been with station from 1950-53.

Ted Sheet, formerly program director at WATS Sayre, Pa., to WHAP Hopewell, Va., as program director-air personality.

Richard Love, formerly on news staff of WARE Ware, Mass., to WJBS DeLand, Fla., as sports coordinator-air personality.

John Gee, formerly with WGEZ Beloit, Wis., to WJIM-AM-TV Lansing, Mich., as air personality.

Frank Allen joins KOIL Omaha, Neb., as air personality.

Dave Connor, formerly with WCKR Miami, to WAFM (FM), that city, as classical disc jockey.

Programming

MR. GOLDMAN

Harold Goldman, executive vp of National Telefilm Associates, Beverly Hills, resigns, effective June 2. He will announce new plans shortly. Mr. Goldman was co-founder of NTA, along with Board Chairman Ely A. Landau and President Oliver A. Unger in 1954.

Hal Golden, supervisor of station sales, MCA-TV, Chicago, appointed vp and director of sales. Mr. Golden, who will headquarter in New York, joined company in 1954 as executive

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WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770

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in charge of Buffalo, N.Y. office, and was transferred to Chicago in 1957.

Harry Ackerman and **William Sackheim,** vps and executive producers of national programs at Screen Gems, Hollywood, sign new long term contracts.

Len Kanter, formerly tv commercial producer, Carlo Vinti Adv., N.Y., joins HFH Productions, that city, as commercial sales manager.

Mel Stuart, formerly in charge of film research on CBS-TV's *20th Century*, joins David L. Wolper Inc. as head of east coast tv production.

Bernard Donnefeld joins Paramount Pictures as assistant to head of eastern production department.

Robert Bassler signs to produce *Route 66*, new hour-long tv adventure series slated for CBS-TV this fall.

Robert J. Northshield joins NBC-TV *Today* show as program manager. His past tv credits include: *Adventure; Crime Inc.* and films "The Way of the Navajo," "The Hopi Road."

Equipment & Eng'ring

Warren B. Hayes appointed general manager of newly formed TRW Electronic Components Group, Thompson Ramo Woolridge Inc., Canoga Park, Calif. Group includes Radio Industries Inc. and Good-All Electric Manufacturing Co. Mr. Hayes will headquarter in Hollywood.

John H. Striebel named assistant to vp of sales of Houston Fearless Co., Los Angeles.

Otto C. Bohlander named regional manager for direct dealer sales for Capehart Corp. in Ohio.

Frank D. Hannell appointed manager of product production engineering for mobile communication equipment at General Electric Communication Products Dept., Lynchburg, Va. **George M. Dewire** named manager of personal pocket radio communications.

Edward Feinberg assistant product manager, industrial and government semiconductors and special purpose tubes, at Amperex Electronic Corp., Hicksville, L.I., N.Y., promoted to product manager. **Edward Meagher** appointed product manager, entertainment tubes and semiconductors.

Gerald S. Butts named district sales manager, Miami, for Sylvania Home Electronics Corp., Batavia, N.Y. **Roger A. Swanson** named product sales manager, germanium alloy switching, drift and power transistors, for Semiconductor Div.

Lawrence Weiland, formerly engineering executive with NBC, joins Ampex Professional Products Co., Redwood City, Calif., as manager of video engineering. **Charles P. Ginsburg,** developer of Videotape tv recorder for Ampex, appointed manager of advanced video development.

MR. WEILAND

MR. GINSBURG

John Gill appointed representative for tape recorder division of International Radio & Electronics Corp., Elkhart, Ind.

International

Ernesto Hevia appointed manager of new ch. 12 outlet in Tijuana, Baja California, Mexico, which is slated to go on air in June.

Don J. MacMillan named director, radio-tv programming of McCann-Erickson (Canada) Ltd., Toronto. **Stephen D. Bennett** becomes director of radio-tv production.

Esther G. Henning, formerly of McCann-Erickson (Canada) Ltd., Toronto, to co-ordinator of radio-tv and women's services of Brooks Adv. Co., that city.

Joseph A. Morgan, Fremantle of Canada sales representative for Ontario, Western Canada, named sales supervisor.

Bruce St. George named director of operations of CKNX-TV Wingham, Ont.

Doug Reid, sales manager of Pepsi-Cola Ltd., Vancouver, B.C., to marketing director of CKWX Vancouver.

Ed Howard, formerly of CFPL London, Ont., to sales manager of CKKW Kitchener, Ont.

Jean Belanger appointed commercial manager of CKJL St. Jerome, Que.

Art Harrison, manager of Ontario division of Joseph A. Hardy & Co. Ltd., Toronto, radio-tv station rep, promoted to general manager. **Marc Legault** named manager of Montreal office.

Sylvia Kavanagh appointed promotion and research director of Stovin-Byles Ltd., Toronto, station rep.

Barry Kentner, formerly news director of CKOX Woodstock, to CHLO St. Thomas, both Ontario. **John Holmes,** formerly of CKLW-AM-TV Windsor, to program host of CHLO.

Allied Fields

Sidney Rowland, research associate with Crossley, S-D Surveys of N.Y., joins R.H. Bruskin Assoc., New Brunswick, N.J., as senior project director.

Joseph K. Harry joins Paul H. Chapman Co., media broker, as southwestern associate.

Deaths

Marvyn Framer, 39, associate producer with Walt Framer Productions, died May 20. He worked on *Strike It Rich* and *The Big Payoff*.

Russell M. Gardner, 40, air personality with WSVA-AM-TV Harrisonburg, Va., died May 7 of heart ailment.

Anthony Leighton, 45, manager of photo division of ABC, died May 19 after long illness.

Herschell Hart, 68, radio-tv writer for *Detroit News* from 1932 until his retirement last August, died of heart attack May 18.

KCMC-TV

TEXARKANA, Texas-Arkansas

The DOMINANT ABC Primary in 156,660 TV homes of the 4-State Corner

STILL GREATER APPEAL from the DOMINANT STATION with the POWERFUL ABC shows Plus THE CREAM OF CBS

Maximum Power Channel 6
WALTER WINDSOR, Gen. Mgr.
Represented by
VENARD, RINTOUL & McCONNELL, Inc.
Clyde Melville Co.—Southwest
James S. Ayers Co.—Southeast

Around the world with Suzie

Suzie, the mascot of KXOL Ft. Worth, Tex., has embarked on a trip around the world. She is an impish little girl with a long ponytail hair-do and a portable radio tuned to KXOL; all she normally says is "My mommie listens to KXOL." The artist who created Suzie drew her on a large postcard which was signed by the station's personnel as well as by the mayor and other city officials. The Associated Press served as chaperone by forwarding the postcard from its bureaus throughout the world. Space was left for the signatures of the AP staffers in London, Paris, Berlin, Cairo, Moscow, New Delhi, Manila, Tokyo and other major cities. Each bureau chief wires KXOL when he receives the Suzie postcard and her whereabouts are faithfully reported on the news broadcasts. The KXOL listener who guesses closest to the time of her return will win a Zenith "Trans-Oceanic" radio and transistor radio for each member of his family.

Staff for a day

After months of briefings, planning and promotion, WCVI Connellsville, Pa., turned over all phases of running the station to students of a nearby college for one day. WCVI offered the collegians the use of the station as a public service with the students soliciting their own advertising and proceeds to go toward renovating a damaged campus building.

Charles T. Snowden, the station's manager, met with the neophyte announcers, salesmen and technicians, giving advice and demonstrations on operations. When the community had been alerted that the college's day was upcoming, two-man sales teams canvassed the area, selling time on the basis of the extant rate card, but with the stipulation that no one merchant could buy more than three spots. The sales campaign was completed 10 days before the broadcast date and the copy turned over to collegiate continuity writers. Announcers were assigned two hour shifts with three announcers per shift. Although the students were under the supervision of regular station personnel, they handled the whole schedule themselves with the exception of two special programs.

WCVI's regular sponsors were deleted for that May 9 and the 162 accounts brought in by the students were used. They represented $900, all of which went into the college building fund. Even bookkeeping and billing was handled by the youngsters on a cash basis. Mr. Snowden reports favorable comment from listeners. Though WCVI had lost one day's revenue through its gesture, it gained 162 new prospects—the accounts the students had signed for one day, many of which had never tried radio before.

Trophies ■ For exceptional merit in "howling the very loudest" about *Art Carney Meets Peter and the Wolf*, Bill Mote, (r) promotion manager of KTIV (TV) Sioux City, Iowa, is awarded a wolf's-head trophy and a kilt and sporran by the station's president, Dietrich Dirks. Mr. Mote was winner in a nation-wide contest conducted by Minnesota Minning and Manufacturing Co., the sponsor, for best promotion of the ABC-TV program. Mr. Mote also had the title of Lord High Growler bestowed upon him.

Drumbeats

Sound charades ■ Starting June 6 WWDC Washington will introduce listeners to the old game of charades but with the songs or familiar sayings being suggested by sounds rather than by sights. Example: the chimes of Big Ben; a lowing cow and the hiss of escaping air = Londonderry Air. Attractive prizes will be offered astute listeners who solve the audio puzzles.

Best guess ■ James Ficken, vice president and general manager, Campbell-Ewald, San Francisco, won $250 from WDSM-AM-TV Duluth, Minn., for estimating the nearest actual time the first ship of the year entered the Duluth ship canal. The contest, sponsored annually by the station, is held in two divisions—one for the citizens of the Duluth-Superior market, and one for advertisers and agency personnel from coast to coast. Thirty of the 36,477 advertising division entries won $25 runner-up prizes.

Ladies' day ■ The Coca Cola Bottling Co. of Lafayette, Ind., bought out the full 14-hour broadcast day of WAZY, that city, May 18, to present a "Springtime salute to the ladies." At the sponsor's request, the only commercial announcements were 30-second credits at the beginning of each half-hour segment. The station's regular format of good music with 5-minute newscasts on the hour and headlines on the half-hour was retained. WAZY's regular sponsors all cooperated by relinquishing their time.

NTA transport ■ It took a fleet of seven Cadillac limousines to transport a group of 35 craftsmen from J. Walter Thompson cross-town in New York to and from a special workshop session on tv tape at NTA Telestudios on May 13. The copy editors, account supervisors, art and production executives were picked up at the Park Ave. back entrance to the Graybar Bldg. (Lexington Ave.) which houses JWT. At NTA, they were filled in on the latest developments in all aspects of television taping as applied to both commercials and programming.

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Build Ratings
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British revise rules on commercial tv time

Great Britain's Independent Television Authority has announced further restrictions on time placement of tv commercials. Since programs are not sponsored there, the "magazine concept" of spot rotation is employed. ITA regulations limit advertising spots to six minutes per hour but allow carry-over within the broadcasting day. Consequently commercials have crept up to an average of eight minutes per hour during prime time.

This situation has moved the ITA to new rulemaking: From Sept. 12 through Dec. 24, spot advertising will not exceed 7½ minutes per clock hour; thereafter the maximum will be reduced to 7 minutes.

The ITA dictum has led to widespread speculation as to whether program contractors will boost rates. The commercial time reduction would cost them some $14 million, indicating a rate increase in prime time would appear likely. A one-minute spot over the combined ITA network now costs an advertiser about $12,600.

Second Canadian tv network being planned

A rulemaking hearing for a second Canadian television network, this one operated by independent stations, is expected to be held at Ottawa sometime in June by the Board of Broadcast Governors.

The hearing will be followed in September by a meeting of applicants for such a television network. Understood to be interested in forming a Canadian network operation is American Broadcasting Co., New York, and Spencer W. Caldwell, unsuccessful applicant for a ch 9 station license at Toronto last March.

Mr. Caldwell operates S.W. Caldwell Ltd., and a number of other companies in film distribution and filming of commercials.

Mr. Caldwell plans formation of an independent network organization to cater to the second stations licensed this year in Canada's principal cities, with the stations buying shares in the network. Programs developed in these stations would be aired on the network, thus providing programs produced not only at Toronto, but also at Montreal, Winnipeg, Ottawa, Halifax, Vancouver, Edmonton and Calgary.

The present micro-wave network used by the Canadian Broadcasting Corp., is operated by the Bell Telephone Co. of Canada, and communications divisions of the Canadian National and Canadian Pacific Railways. It has ample facilities for a second tv network.

Canadians form emergency group

The Canadian government has formed an Emergency National Communications Organization (ENTO) to function as the executive agency of government in controlling and administering the national communications systems, including radio and television broadcasting. Announcement of the formation of ENTO was made by Transport Minister George Hees in the Canadian Parliament on May 18.

Dept. of Transport officials stated that the move was the result of a general streamlining of the department which had been underway for some time.

Following an extensive study, the Canadian government has decided that if its various agencies and private users with essential wartime functions are to make the best use of the services available after a nuclear attack it is necessary to develop an emergency organization. ENTO will be a planning agency in peacetime.

Tv saturation hits 84% in Canada

There are 3,674,100 television homes in Canada, representing 84% of all households in Canada, according to the spring 1960 estimate of the Bureau of Broadcast Measurement, Toronto. The estimate is based on a current Canadian population of 17,737,400 persons in 4,366,600 households. Since for some years Canada has had almost 100% radio coverage, no tabulation was made for radio.

Highest percentage of tv homes is in Quebec province, where 92% of the 1,118,000 households have television sets for a total of 1,028,800. Ontario with 1,568,100 households is estimated to have 1,410,800 tv homes or 90% saturation. Other provinces: Nova Scotia, 83%; News Brunswick, 80%; Manitoba, 75%; British Columbia 75%; Alberta, 73%; Prince Edward Island, 72%; Saskatchewan, 68%; and Newfoundland, 51%.

Major Canadian cities show concen-

Pay-tv picture

Figures on receipts of Trans-Canada Telemeter's pay-tv operation at Toronto are not yet available. But the number of subscribers has increased to 3,000 from the 1,000 who were connected when operation began on February 26. There is a backlog of about 1,500 applicants. Between 50 and 70 connections are being made daily. Live programming on the pay-tv circuit so far includes only news and public service panel shows and commentaries. Film features are distributed by coaxial cable on two channels seven nights weekly.

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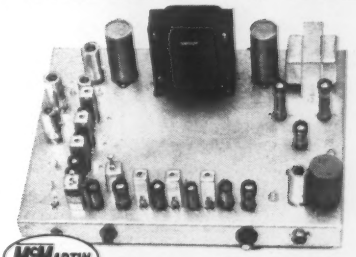
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tration of television homes, with 98% for Montreal, and Toronto, Vancouver, Winnipeg, Hamilton, Ont., Ottawa, Halifax, Quebec City, Edmonton and Calgary, Alta., all reporting over 90%.

■ Abroad in brief

Twofold expansion ■ International Television Programs Inc., foreign distributors of Ziv-UA productions, is opening two new offices. Colin O'Shea, vp in charge of sales for Central Canada will head a new office at 8 Richmond St., W., Toronto. Joseph Brandel, director of European operating, will open Rome headquarters at Stellera B, Vigna Clara.

Target date ■ CFTO-TV, new ch. 9 station at Toronto, Ont., expects to be on the air by 1961. CFTM-TV is call letter assigned to the new French-language station on ch. 10 at Montreal.

New station ■ A new commercial radio station in the Caribbean has gone on the air. Radio Swan, a 50-kw medium-wave station located on Swan Island (100 miles off the coast of Honduras), will broadcast test programs in Spanish and English for a two-week period before formal nighttime programming begins June 1. The station is owned by the Gibraltar Steamship Corp., N.Y.

Russian color tv ■ An experimental color tv transmitting center went into operation this spring in Leningrad, Russia, according to the American Committee for Liberation, N.Y. The color programs are reportedly received on 12 color sets in the city.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 19 through May 25. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

Tv Translator Stations

ACTIONS BY FCC

Radio Honolulu Ltd., Lihue, Hawaii—Granted cp for new tv translator station on ch. 78 to translate programs of its station KLNA (ch. 2), Honolulu. Ann. May 25.

Manson Community TV Co., Manson and Chelan, both Washington—Granted cp for new tv translator station on ch. 79 to translate programs of station KHQ-TV (ch. 6), Spokane. Ann. May 25.

New Am Stations

ACTIONS BY FCC

Gunnison, Colo.—Gunnison Bcstg. Co., granted 1490 kc, 250 w unl. P.O. address 838 N. Terrace Dr., Wichita, Kan. Estimated construction cost $16,630, first year operating cost $34,871, revenue $38,786. KAKE Wichita commercial manager **Roger W. Pepperd** is sole owner. Ann. May 25.

Brockton, Mass.—Simon Geller; Gloucester, Mass.—Associated Bcstrs.; Designated for consolidated hearing applications for new am stations to operate on 1410 kc—Mr. Geller with 500 w, DA-2, unl., and Associated with 1 kw, DA-D; made WHIL Medford, Mass., party to proceeding. Ann. May 25.

APPLICATIONS

Benton, Ark.—Marvin Paul Bridges, 1600 kc, 1 kw D. P.O. address Box 369 Benton, Ark. Estimated construction cost $10,868, first year operating cost $30,000, revenue $42,000. Applicant is retired from U.S. Navy. Ann. May 18.

Sykesville, Md.—Patapsco Bcstg. Corp., 1520 kc, 250 w. D. P.O. address Glenwood, Md. Estimated construction cost $20,438, first year operating cost $30,000, revenue $35,000. Principals include **James Mulligan,** 15.2%, **John C. and Janet H. Cotton,** 14.8% each, **Robert Allen Shaffer,** 10.5%, and others. Mr. Mulligan is employe of personal products firm. Mr. & Mrs. Cotton are in nurseries and planting. Mr. Shaffer is in electronics. Ann. May 11.

Lincoln, Neb.—Modern Air Communicative Electronics Inc., 1530 kc, 1 kw LS. P.O. address Box 4641, State House Station, Lincoln, Neb. Estimated construction cost $19,295, first year operating cost $41,292, revenue $43,500. Principals include **James Mace,** 98.8%, and others. Mr. Mace is employe of WDAF-AM-TV, Kansas City, Mo. Ann. May 20.

Ocean Drive Beach, S.C.—Horry Bcstg. Co., 1490 kc, .25 kw unl. P.O. address 3802 Military Rd. N.W., Washington, D.C. Estimated construction cost $13,950, first year operating cost $40,000, revenue $50,000. Principals are **William E.** and **Barbara Benns Jr.,** equal partners, who have interest in WBAM Montgomery and WSLA-TV Selma, both Alabama. Mr. Benns is also stockholder in WVOK Birmingham, Ala. Ann. May 18.

Brownsville, Tenn.—Brownsville, Bcstg. Co., 1520 kc, .25 kw D. P.O. address Rt. 2, Box 503-A, Chattanooga, Tenn. Estimated construction cost $14,011, first year operating cost $30,000, revenue $40,000. Applicant is **Roy Davis,** farmer. Ann. May 20.

Pearsall, Tex.—McKinley-Pilant Bcstg. Co., 1280 kc, .5 kw D. P.O. address % Arthur E. McKinley, Pearsall, Tex. Estimated construction cost $14,420, first year operating cost $34,800, revenue $39,500. Principals are **Arthur E. McKinley** and **James O. Pilant,** equal partners. Mr. McKinley is in furniture. Mr. Pilant is employe of telephone company. Ann. May 11.

Existing Am Stations

ACTIONS BY FCC

WOL Washington, D.C.; WILM Wilmington, Del.; WDAD Indiana, Pa.; WMAJ State College, Pa.; WFTR Front Royal, Va.; WPAM Pottsville, Pa.; WTBO Cumberland, Md. Designated for consolidated hearing applications to increase daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; made WPRW Manassas Va.; WGET Gettysburg, Pa.; WFPG Atlantic City, N.J.; WCTC New Brunswick, N.J.; WNPV Lansdale, Pa.; Donald W. Huff, Lansdale, Pa.; WJPA Washintgon, Pa., and WMPT So. Williamsport, Pa., parties to proceeding. Ann. May 25.

KOOD Honolulu, Hawaii—Granted increase of power from 1 kw to 5 kw, continuing operation on 990 kc, unl.; remote control permitted; engineering conditions. Ann. May 25.

WPLM Plymouth, Mass.—Granted mod. of cp (1390 kc, 5 kw, DA-D), to change from D to unl. with DA-2. Is licensed on 1390 kc, 1 kw, D. Ann. May 25.

WBAB Babylon, N.Y.—Designated for hearing application to increase power from 500 w to 1 kw, continuing operation on 1440 kc, D; made WBIS Bristol, Conn., and WNJR Newark, N.J., parties to proceeding. Ann. May 25.

WQMS Hamilton, Ohio—Granted cp to change from class A fm station on 96.7 mc to class B station on 96.5 mc; increase ERP from 290 w to 1.40 kw; ant. height 285 ft.; remote control permitted. Ann. May 25.

KBZY Salem, Ore.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1490 kc, 250 w-N; remote control permitted engineering condition. Ann. May 25.

APPLICATIONS

KCOW Santa Barbara, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 24.

KCAP Helena, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 23.

New Fm Stations

ACTIONS BY FCC

***Washington, D.C.—Georgetown College.** Granted 90.1 mc 840 w. P.O. address 37th & O Streets N.W., Copley Hall, Washington, D.C. Estimated construction cost $9,050, first year operating cost $3,000. Non-commercial, educational. Ann. May 25.

Fulton, N.Y.—Cassill Radio Corp. Granted 104.7 mc, 3.1 kw; condition. P.O. address Station WOSC, Fulton, N.Y. Estimated construction cost $13,733, first year operating cost $53,500, revenue $60,000. Estimates based on both am and fm. Cassill is licensee of WOSC Fulton, N.Y. Ann. May 25.

***Franklin, Ind.—Franklin College**—Granted 80.3 mc, .01 kw. P.O. address Cline Hall, Franklin College, Franklin, Ind. Estimated construction cost $3,215, first year operating cost $1,000. Non-commercial, educational. Ann. May 25.

APPLICATIONS

Indianapolis, Ind.—Calojay Enterprises Inc., 97.1 mc, 4.641 kw unl. P.O. address 1113 School St., Greenfield, Ind. Estimated construction cost $14,435, first year operating cost $10,200, revenue $15,034 Principals include **Dr. Carl Godzeski** and **John C. Byrne,** 45% each; and others. Dr. Gadzeski is micro-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 25

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,409	74	72	863
FM	650	85	183	123
TV	473	57	103	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 25

	VHF	UHF	TV
Commercial	451	78	529
Non-commercial	35	11	46

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1960

	AM	FM	TV
Licensed (all on air)	3,408	646	472[1]
CPs on air (new stations)	61	71	56[2]
CPs not on air (new stations)	84	161	76
Total authorized stations	3,553	878	652
Applications for new stations (not in hearing)	617	77	43
Applications for new stations (in hearing)	211	42	66
Total applications for new stations	828	119	109
Applications for major changes (not in hearing)	686	41	33
Applications for major changes (in hearing)	194	10	18
Total applications for major changes	880	51	51
Licenses deleted	1	1	0
CPs deleted	1	3	17

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

biologist, former employe of WFMS Indianapolis, Ind. Mr. Byrne is in retail drugs. Ann. May 11.

Portland, Ore.—Market-Casters of Oregon, 102.7 mc, 16.9 kw unl. P.O. address 708-5th Ave. S., Seattle, Wash. Estimated construction cost $17,671, first year operating cost $72,000, revenue $80,000 Market-Casters of Oregon is subsidiary of **Market-Caster Inc.,** Washington corporation, licensee of KMCS (FM) Seattle, Wash. Principal stockholder is **James G. Talbot,** 85%. Ann. May 19.

Ownership Changes

ACTIONS BY FCC

KVNA Flagstaff, Ariz.—Granted transfer of control from **John L. Hogg,** et al., to **Albertson Bcstg. Corp. (Roy L. Albertson Jr.,** 50% owner KNOT Prescott, Ariz.; **Roy L. Albertson Sr., Helen A. Ruman** and **Eleanor A. Johnson);** consideration $70,000. Ann. May 25.

KAFP Petaluma, Calif.—Granted assignment of license to **Lloyd Burlingham** (KCVR-AM-FM, Lodi, Calif., and 51% owner of KNOG Nogales, Ariz.); consideration $115,000. Ann. May 25.

KVFM (FM) San Fernando, Calif.—Granted (1) renewal of license and (2) assignment of cp, license, and SCA to **Spectra Bcstg. Inc. (F.B. Hollingsworth,** president); consideration $65,000. Ann. May 25.

KSJO San Jose, Calif.—Granted assignment of license to **Cal Radio Inc. (R.R. Gibson,** president, has interest in KXOA-AM-FM Sacramento, and is 52% owner of KAGO Klamath Falls, Ore.); consideration $350,000. Ann. May 25.

KVOR Colorado Springs, Colo.—Granted acquisition of positive control by **Harrison M. Fuerst** (now 37.5% owner) through purchase of additional 41.5% interest from **James R. Dudley** and **George W. Furth;** consideration $16,000 for 50% purchased by Mr. Fuerst and three others. Ann. May 25.

KSLA-TV Shreveport, La.—Granted assignment of licenses from **Henry E. Linam** et al. to KSLA-TV Inc. **(Douglas F. Attaway,** president, and 61.37% owned by Journal Publishing Co.); consideration $3,396,916. Ann. May 25.

KANO Anoka, Minn.—Granted assignment of license to **Northwest Bcstg. Co. (Frank R. Hunt Jr.,** and **Richard B. Ahern);** consideration $80,292. Ann. May 25.

KTXL San Angelo, Tex.—Granted transfer of control from **Elizabeth** and **Harry G. Burkhart III,** to **Petty Durwood Johnson** (66⅔% owner of KVWC Vernon); consideration $16,000 for 66⅔% interest. Ann. May 25.

APPLICATIONS

WPAP Fernandina Beach, Fla.—Seeks transfer of control of **Rowland Radio Inc.** from **Marshall W., Carol C. Robert T.** and **Gwendolyn H. Rowland,** 25% each, to **Marshall W.** and **Carol C. Rowland,** equal partners, for $3,500. Ann. May 19.

WSCM Panama City Beach, Fla.—Seeks assignment of license from **Mel Wheeler** to **WSCM Bcstg. Inc.** for $53,500. Purchaser is **Theodore M. Nelson,** 90%, who has interest in KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri. Ann. May 19.

KRCW (FM) Santa Barbara, Calif.—Seeks assignment of license from **Cameron A. Warren** to **Channel Bcstg. Co.,** a corporation. Ann. May 24.

WIRE Indianapolis, Ind.—Seeks transfer of control of **Indianapolis Bcstg. Inc.** from **Central Newspapers Inc.** to **WIRE Bcstg. Co.** for $600,000. Purchasers inelude **Joseph C. Amaturo, Walter B. Dunn,** 20% each, and 16 others holding not more than 10% each. Messrs. Amaturo and Dunn have interest in WFTL Fort Lauderdale, Fla. Mr. Amaturo also has interest in WESO Southbridge, Mass. Ann. May 12.

WADK Newport, R.I.—Seeks assignment of license from **Aquidneck Bcstg. Corp.** to **Key Stations** for $136,000 including agreement not to compete. Purchasers are **Arnold S. Lerner,** 70%, and **Myer Feldman,** 30% owners of KOMA Oklahoma City, Okla. They also have interests in KLAD Klamath Falls, Ore. Ann. May 19.

KSLA-TV Shreveport, La.—Seeks assignment of license from **Shreveport Tv Co.** to **KSLA-TV Inc.** for $3,396,916. Purchasers are **Journal Publishing Co.,** (a group headed by **Douglas F. Attaway,** president), 61.37%, **Dolores Martille George LaVigne,** and **Eugenia Booth George,** 10.53% each, and others. Journal Publishing Co. published Shreveport Journal. Mesdames LaVigne and George have interests in KSLA-TV. Ann. May 5.

KGHS International Falls, Minn.—Seeks transfer of control of **International Falls Bcstg. Co.** from **Hyleme S. George, Philip S. George, C.H. Hulse Jr.,** and **Charles R. Shuffett,** 25% each, to **Messrs. George,** equal partners, for $10,000. Ann. May 19.

WGPA-AM-FM Bethlehem, Pa.—Seeks transfer of control of **Bethlehems' Globe Publishing Co.** through exchange of shares of second preferred stock for common stock now issued and outstanding plus authorization of new issue of 6,520 shares of cumulative second preferred stock. Only new stockholders will be **B. Ellis Service, John Strohmeyer,** and **Donald S. Taylor,** holding five shares or less of common, employes of WGPA-AM-FM. Ann. May 23.

WCOW-AM-FM Sparta, Wis.—Seeks transfer of control of **Sparta-Tomah Bcstg. Co.** from **Verna H. Rice,** executrix of estate of **Z.S. Rice,** deceased, 37%, **Vena H. Rice,**

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37%, and **John D. Rice**, 26%, to **Vena H. Rice**, 74%, and **John D. Rice**, 26%, as beneficiary under terms of will. Ann. May 24.

WTOP Tomah, Wis.—Seeks assignment of cp from **Jack L. Goodsitt** to **Tomah-Mauston Bcstg. Co.** for $8,000. Purchasers are **Hugh W. Dickie** and **Thomas W. Price**, equal partners, owners of WTMB Tomah, Wis. Ann. May 18.

KRAE Cheyenne, Wyo.—Seeks assignment of cp from **Robert L. Howsam** to **Radio Bcstrs.** for $2,500. Purchasers are **Ray Winkler**, 40%, **Tom Atkins**, 20%, and others. Mr. Winkler has interest in KZIP Amarillo, Tex. Mr. Atkins is employe of KZIP. Ann. May 18.

Hearing Cases

FINAL DECISIONS

■ By order, commission made effective March 16 initial decision and granted (1) application of E.O. Smith for new am station to operate on 1190 kc, 250 w, unl., DA, in Tolleson, Ariz., and (2) petition by William P. Ledbetter to dismiss without prejudice his application for similar facilities. Ann. May 25.

■ By order, commission made effective March 23 initial decision and (1) granted application of Bert Williamson and Lester W. Spillane for new am station to operate on 1290 kc, 500 w, D, in Santa Barbara, Calif., and (2) dismissed competing application of Goleta Bcstg. Assoc. for same facilities in Goleta, Calif. Ann. May 25.

OTHER ACTIONS

■ Commission on May 23 directed preparation of document looking toward granting application of Musical Heights Inc., for new am station to operate on 1370 kc, 500 w, DA, D, in Braddock Heights, Md. Sept. 25, 1959 initial decision looked toward denying application. Ann. May 23.

■ Commission on May 23 directed preparation of document looking toward granting applications of Kalamazoo Bcstg. Co. for new am station to operate on 1420 kc, 1 kw, DA, D, in Kalamazoo, Mich., and Dowagiac Bcstg. Co. for new station on 1440 kc, 500 w, D, in Dowagiac, Mich., and denying application of Circle Corp. to change facilities of station WKLZ Kalamazoo, from 1470 kc, 500 w, D, to 1440 kc, 5 kw, DA, D. May 26, 1959 initial decision looked toward this action. Ann. May 23.

■ By report and order, commission denied request by Georgia State Board of Education (WXGA-TV, formerly WEGS-TV, ch. 8), Waycross, Ga., to reserve that channel for noncommercial educational use without prejudice to its rights to request consideration of its petition at such time as its station shall have been constructed and put into operation. Ann. May 25.

■ By order, commission revised the short form (FCC Form 316) to include required information on applications for assignment of license and transfer of control of broadcast stations to conform with February 1958 recodification of part 1 of procedural rules.

In addition to minor editorial and procedural changes in instructions, only change on face of form is insertion of paragraph 10a (e) calling for either articles of incorporation and bylaws, properly certified, if applicant is corporation, or agreement creating partnership, if that be case. This new information is necessary to determine nature and extent of operation and membership of applicant, and its authorization under state law. Additional paragraphs on back of form call for detailed financial statements, delineation of other broadcast interests of each new stockholder or partner, and citizenship of stockholders and partners.

Copies of revised form will be available upon request to commission in near future.

■ By memorandum opinion and order, commission took following actions on interlocutory pleadings in proceeding on applications of Wilson Bcstg. Corp. (since dismissed), E. Anthony & Sons Inc., Eastern States Bcstg. Corp., and New England Tv Co., for new tv station to operate on ch. 6 in New Bedford, Mass.: (1) granted petition by Anthony for leave to amend to different trans. site on Martha's Vineyard, but enlarged hearing issues to determine whether waiver of minimum separation provisions of section 3.610 to permit use of proposed trans. site is warranted, and made WCSH-TV (ch. 6) Portland, Me., party respondent; (2) denied request by Eastern for conference with commission en banc, and dismissed as moot its request for leave to amend to new site, and (3) dismissed appeal by Wilson. Commission did not take action on Anthony's petition for leave to amend to reflect settlement agreement between four applicants (whereby interests of New England and Eastern will be merged in Anthony application and Wilson will receive reimbursement for certain expenses and costs), but stated that such petition may be considered by examiner. It held that Anthony's request to terminate rulemaking proceedings (affecting ch. 6 in New Bedford) should be subject of separate pleading under section 1.12 (a)(2) of rules, and denied that request without prejudice to refiling by proper pleading. Ann. May 25.

■ By memorandum opinion and order, commission denied petition by West Bend Bcstg. Co. for reconsideration and grant without hearing of its application to increase power of station WBKV West Bend, Wis., from 500 w to 1 kw, continuing operation on 1470 kc, D, which is in consolidated hearing. Ann. May 25.

■ By memorandum opinion and order, commission denied petition by Arenze Bcstrs. (KCOY) and Hagerman and Groom (KSMA) both Santa Maria, Calif., to enlarge issues in proceeding on application of Cal-Coast Bcstrs. for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria. (April 25 initial decision looked toward granting Cal-Coast application.) Ann. May 25.

■ By order, commission granted petition by Joel W. Rosenblum (now assignee of respondent WAKU Latrobe, Pa.) and accepted his notice of intention to appear and present oral argument in proceeding on am applications of Jeannette Bcstg. Co., Jeannette, Pa., and Carnegie Bcstg. Co., Carnegie, Pa. Ann. May 25.

■ By memorandum opinion and order, commission modified its March 16 action which granted application of Boyertown Bcstg. Co. for new class B fm station to operate on 107.5 mc in Boyertown, Pa., by making cp subject to condition that permittee will accept any interference which may result from grant of application of Eastern States Bcstg. Corp. for change in facilities of station WSNJ-FM Bridgeton, N.J., and dismissed as moot Eastern's petition for reconsideration. Ann. May 25.

■ Commission granted application of Travelers Bcstg. Service Corp. for renewal of license of station WTIC-TV (ch. 3) Hartford, Conn., but gave licensee express notice of pendency of petitions by Springfield Tv Bcstg. Corp. for rulemaking proceedings with respect to tv channel reassignments at Hartford and Providence. Comr. Lee dissented. Ann. May 25.

■ Commission scheduled following am proceedings for oral argument on June 30: Tri-County Bcstg. Co., Laurel, Md.; TCA Bcstg. Corp., College Park, Md., and Nick J. Chaconas, Gaithersburg, Md.

Standard Bcstg. Corp. and Clifford C. Harris, Oswego, N.Y.

Dodge City Bcstg. Co., Liberal, Kan., and WMAX Inc. (WMAX), Grand Rapids, Mich. Ann. May 25.

■ By memorandum opinion and order in consodilated proceeding on am applications of Michigan Bcstg. Co. (WBCK), Battle Creek, Mich., et al., commission granted petition by Citizens Bcstg. Co., Lima, Ohio, to extent of adding standard comparative issue as to its application and Western Ohio Bcstg. Co., Delphos, Ohio, and on own motion added related issues.

By separate memorandum opinion and order in above proceeding, commission granted petition by Caba Bcstg. Corp., Baltimore, Md., to extent of adding standard contingent comparative issues as to it and Catonsville Bcstg. Co., Catonsville, Md.; added further financial issue to latter application; denied untimely filed request by Edwin R. Fischer, Newport News, Va., for addition of similar issue as to his application and Tidewater Bcstg. Co., Smithfield, Va., but, on commission's own motion, added such issue. Comr. Craven dissented to inclusion of financial issue. Ann. May 25.

Routine Roundup

ACTIONS ON MOTIONS

By Chairman Frederick W. Ford

■ Dismissed motion by International Bcstg. Corp. for various corrections to transcript of Oct. 30 oral argument in proceeding on am applications of Enterprise Bcstg. Co., Fresno, Calif., et al. Action May 18.

By Commissioner John S. Cross

■ Granted petition by Livesay Broadcasting Co. and extended to July 25 time to file exceptions to initial decision in Terre Haute, Ind., tv ch. 10 proceeding. Action May 19.

■ Granted petition by Broadcast Bureau and extended to June 1 time to respond to joint petition by Walter L. Follmer, Hamilton, Ohio, and Interstate Bcstg. Co. (WQXR) New York City, for reconsideration and grant of their am application. Action May 20.

■ Granted petition by Ulster County Bcstg. Co., and extended to June 1 time to respond to petition by Broadcast Bureau to set aside initial decision and to consolidate applications for new am stations in Ellenville, N.Y., for hearing. Action May 20.

■ Granted petition by Laramie Bcstrs. and extended to May 23 time to file opposition to petition by KOWBoy Bcstg. Co., Laramie, Wyo., to enlarge issues in proceeding on Laramie's application for new am station in Laramie, et al. Action May 20.

■ Granted petition by Plainview Radio and extended to May 23 time to file exceptions to initial decision in proceeding on its application and that of Star of Plains Bcstg. Co. for new am stations in Plainview and Slaton both Texas. Action May 20.

■ Granted petition by WDUL Tv Corp. (WHYZ-TV) Duluth, Minn., and extended to May 24 time to respond to opposition of Broadcast Bureau and joint opposition by Red River Bcstg. Co. and Northwest Publications Inc., to WDUL Tv Corp.'s petition for reconsideration in proceeding on its application. Action May 20.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to May 20 time to respond to petitions by Medford Bcstrs Inc. (KDOV) Medford, Ore., and Rogue Calley Bcstrs. Inc. (KWIN) Ashland, Ore., to enlarge issues in proceeding on their am applications and that of R.W. Hansen (KCNO) Alturas, Calif., and replies of petitioners to all oppositions and comments shall be filed within 5 days after filing of Broadcast Bureau's responsive pleading. Action May 18.

■ Granted joint petition by applicants, other than Community Telecasting Corp., and extended to June 27 time to file exceptions to initial decision in Moline, Ill. tv ch. 8 proceeding. Action May 23.

By Hearing Examiner James D. Cunningham

■ Scheduled hearing for July 26 in proceeding on am applications of M-L Radio, Inc. (KMLW) Marlin, and Taft Bcstg. Co., Houston, both Texas. Action May 17.

■ Granted petition by Port Allen Bcstg. Co. for dismissal of its application for new am station in Port Allen-Baton Rouge, La., and dismissed application with prejudice which was consolidated for hearing with am applications of Cookeville Bcstg. Co., Cookeville, Tenn. et al. Action May 18.

■ Scheduled oral argument for 9:30 a.m., May 25, on petition by San Mateo Bcstg. Co. for dismissal without prejudice of its application for new fm station in San Mateo.

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Calif., which is consolidated for hearing with application of Frank James for fm facilities in Redwood City, Calif. Action May 20.

■ Granted petition by Tri-Cities Radio Corp. for dismissal without prejudice of its application for new am station in Bristol, Va. which was consolidated for hearing. Action May 23.

■ Granted petition by Star Group Bcstg. Co. to extent that it involves dismissal petitioner's application for new am station in Jackson Miss., and dismissed application was in consolidated am proceeding. Action May 19.

■ Granted petition by John Clemon Greene Jr., and dismissed without prejudice his application for am facilities in Winchester, Va., and retained in hearing status applications of Shenandoah Life Stations Inc. (WSLS) Roanoke, and Edwin R. Fischer Winchester, both Virginia. Action May 20.

■ Granted petitions by Northwest Publications Inc. (WDSM-TV) Superior, Wis., and Red River Bcstg. Co. (KDAL-TV) Duluth, Minn., and made petitioners parties with reference to each of governing issues in proceeding on application of WDUL Tv Corp. (WHYZ-TV) Duluth. Action May 20.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Salina Radio Inc., for leave to amend its application for new am station in Salina, Kans., to reflect changes in corporate organization; application is consolidated for hearing with application of Kansas Bcstrs. Inc., for am facilities in Salina. Action May 18.

■ Pursuant to agreements reached at May 20 prehearing conference, continued evidentiary hearing from June 21 to July 18 in proceeding on applications of Taliesin Bcstg. Co. and Douglas G. Oviatt & Son Inc., for new fm stations in Cleveland, Ohio. Action May 20.

■ Scheduled prehearing conference for June 3 in proceeding on am applications of Alexandria Bcstg. Corp. (KXRA) Alexandria, Minn., et al. Action May 20.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau to accept late filing of its proposed findings and granted petition by WHAS Inc. (WHAS-TV) Louisville, Ky., and extended to June 15 time for other parties to file replies to proposed findings and conclusions now submitted in proceeding on application of WHAS Inc. Action May 20.

By Hearing Examiner Millard F. French

■ Reopened record in Largo, Fla., tv ch. 10 proceeding, granted joint petition for leave to amend by City of St. Petersburg, Fla., Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc., WTSP-TV Inc., and Bay Area Telecasting Corp., accepted amendments, and closed record. Action May 16.

■ Received in evidence Rev. Haldane James Duff's exhibit no. 18 and closed record in proceeding on his application and that of Northwest Bcstrs. Inc., for am facilities in Seattle and Bellevue, both Washington. Action May 16.

■ Upon request by Camden Bcstg. Co., continued from May 26 to June 24 time for exchange of exhibits and continued hearing from June 14 to July 5 in proceeding on its application and that of Suburban Bcstg. Co. for new fm station in Newark, N.J., and Mount Kisco, N.Y. Action May 23.

By Hearing Examiner Walter W. Guenther

■ By order, formalized certain agreements reached at May 6 prehearing conference in proceeding on applications of Paul J. Molnar and Ohio Music Corp., for new fm stations in Cleveland, Ohio; continued hearing from June 13 to Sept. 1. Action May 17.

■ Granted petition by Medford Bcstrs. Inc. (KDOV) Medford, Ore., and extended dates for certain procedural steps in proceeding on its am application, et al; continued further prehearing conference from June 21 to July 12, and on own motion, continued hearing scheduled for July 27 to date to be determined at further prehearing conference, at which conference date for notification of engineering witnesses desired for cross-examination, set for July 20, will be rescheduled. Action May 18.

■ Accepted stipulation entered into by parties on May 18 that applicant could through sworn exhibits supplement, as set forth on record, data supplied with its exhibit 1, received in evidence; such sworn statements were received in evidence as applicant's exhibits 2, 3 and 4 and record closed in proceeding on application of Coast Ventura Co., for modification of cp for KVEN-FM Ventura, Calif. Action May 18.

■ Granted petition by Broadcast Bureau and extended to May 27 time to file proposed findings and conclusions and to June 3 to file replies in Baton Rouge, La., tv ch. 9 proceeding. Action May 23.

■ Scheduled prehearing conference for 9:30 a.m., June 7, on Examiner's own motion, in proceeding on am applications of Voice of New South Inc. (WNSL) Laurel, Miss., and Mid-America Bcstg. Co. (WGVM) Greenville, Miss. Action May 23.

■ By order, formalized certain agreements reached at May 13 prehearing conference concerning schedule to govern proceeding and continued hearing from June 15 to July 20 on applications of Washington State U. for renewal of license of station KWSC Pullman, Wash., and for mod. of license, and First Presbyterian Church of Seattle, Wash., for renewal of license of station KWT. Action May 23.

By Hearing Examiner Isadore A. Honig

■ On own motion, advanced at 9 a.m. hearing scheduled for 10 a.m., May 26 in proceeding on am applications of The Brockway Co. (WMSA) Massena, N.Y., et al. Action May 18.

■ Granted motion by Sunbury Bcstg. (WKOK) Sunbury, Pa., for resumption of hearing in proceeding on its am application, accepted motion as complying with requirement that applicant should submit progress report, and scheduled further prehearing conference for June 2 at 9 a.m., at which time consideration will be given to fixing schedule of procedural dates looking toward commencement of hearing. Action May 20.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by United Bcstg. Co. Beverly, Mass., and continued from May 20 to May 24 date for exchanging exhibits constituting applicant's direct case in proceeding on its am application. Action May 23.

By Hearing Examiner H. Gifford Irion

■ By order, confirmed May 18 ruling which rejected portions of exhibit 7 offered in evidence containing new measurement data filed by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill. Application is in group B of consolidated proceeding on am applications of Rollins Bcstg. Inc. (WBEE) Harvey, Ill., et al. Action May 24.

By Hearing Examiner David I. Kraushaar

■ Scheduled prehearing conference for June 8 in proceeding on am applications of Booth Bcstg. Co. (WIOU) Kokomo, Ind., et al. Action May 17.

By Hearing Examiner Jay A. Kyle

■ Continued to date to be determined hearing scheduled for May 24 pending disposition of pleadings filed by applicants and Broadcast Bureau in proceeding on am applications of Zephyr Bcstg. Corp., Zephyrhills, Fla., and Myron A. Reck (WTRR) Sanford, Fla. Action May 17.

■ Granted petition by Southern Oregon Bcstg. Co., KAGI Grants Pass, Ore., for leave to make engineering changes in its application for mod. of cp and removed amended application from hearing status and returned to processing line. Action May 17.

By Hearing Examiner Herbert Sharfman

■ Upon request by Morton Bcstg Co., and without objection by other parties, extended from May 23 to May 31 time for exchange of written cases, with other dates in schedule heretofore ordered remaining same in proceeding on Morton's application and that of Clarence E. Wilson for am facilities in Morton, Tex., and Hobbs, N.M. Action May 17.

■ Granted petition by Shawnee Bcstg. Co. (WBEX) Chillicothe, Ohio, for leave to amend its am application by (1) submitting recent photograph of trans. site, (2) changing name to conform with name in WBEX license, and (3) redesignating exhibit numbers in application; application is in consolidated proceeding. Action May 17.

■ Scheduled prehearing conference for June 3 in proceeding on am applications of M-L Radio Inc. (KMLW) Marlin, Tex., et al. Action May 18.

■ Pursuant to discussion at May 23 prehearing conference, continued hearing from June 6 to July 18 and scheduled further prehearing conference for July 6 in proceeding on application of WDUL Tv Corp. (WHYZ-TV) Duluth, Minn. Action May 23.

■ Upon request by Broadcast Bureau and without objection by other parties, advanced prehearing conference scheduled for 10 a.m., June 3, to 9 a.m. that date in proceeding on am applications of M-L Radio Inc. (KMLW) Marlin, and Taft Bcstg. Co., Houston, Tex. Action May 23.

■ Granted petition by Wilmer E. Huffman and continued from May 31 to June 7 date for informal exchange of engineering exhibits in proceeding on his application for new am station in Pratt, Kans., et al. Action May 23.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Bay Area Electronic Assoc. and extended to June 8 time to file reply findings in proceeding on its application for am facilities in Santa Rosa, Calif. Action May 16.

■ Granted request by Continental Bcstg. Co., Cincinnati, Ohio, and extended from May 9 to May 13 time to submit additional engineering material, for group 2 in proceeding on applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al. Action May 17.

■ Granted joint motion by eleven applicants in consolidated am proceeding on applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al., and continued group 2 hearing pending action by commission with respect to consolidation of application of Muskingum Bcstg. Co. for new am station on 940 kc in Zanesville, Ohio, into proceeding; further conference will be held after Muskingum application in consolidated into proceeding to arrive at new schedule of dates and for such other matters as may seem appropriate with respect to Muskingum application. Action May 18.

■ Scheduled prehearing conference for June 2 in proceeding on applications of Wayne M. Nelson and Fred H. Whitley for am facilities in Concord and Dallas both North Carolina. Action May 20.

■ Granted petition by Broadcast Bureau and continued group 3 hearing from 10 a.m. to 2 p.m., on May 26 in proceeding on am applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al. Action May 23.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 20

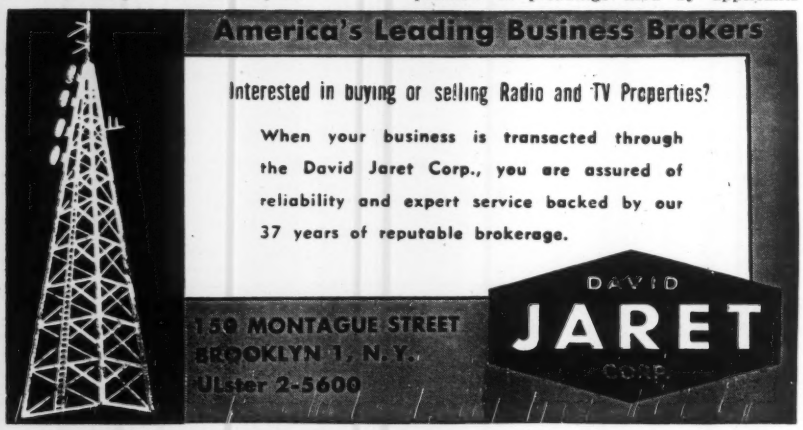
WYZE Atlanta, Ga.—Granted acquisition of negative control by each, **Chester H. Jones** and **Roy V. Harris** through purchase of stock from **George C. Nicholson.**

WEER Warrenton, Va.—Granted relinquishment of positive control by **Thomas H.** and **Georgette E. Strothman** (family group) through sale of stock to **Laurens M. Hamilton.**

WIOI New Boston, Ohio—Granted license for am station.

WICE Providence, R.I.—Granted license covering change of facilities, ant.-trans. location, installation DA, N & D, change in ground system and installation new trans., and delete remote control operation of trans.

WJPD Ishpeming, Mich.—Granted license covering installation new trans., change studio location and deletion of remote control.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KVI Seattle, Wash.—Granted cp to install new type trans.

WORA-FM Monto del Estado, P.R.—Granted cp to increase ERP to 890 w and install new type ant.

WMGM New York, N.Y.—Granted cps to install new main and auxiliary trans. and increase power.

WHKY Hickory, N.C.—Granted cp to install new type trans.

WPLB Greenville, Mich.—Granted mod. of cp to change type trans. and make changes in DA pattern.

KGMJ (FM) Seattle, Wash.—Granted mod. of cp to change type trans., reduce ERP to 3.6 kw, and change type ant.; remote control permitted.

WSPD-FM Toledo, Ohio—Granted extension of authority to remain silent for period ending July 22.

WRDO Augusta, Me. — Remote control permitted.

Actions of May 19

WUST, WJMD (FM) Bethesda, Md.—Granted assignment of licenses to WUST Inc.

National Bcstg. Co., New York, N.Y.—Granted cp and license to make changes in low power auxiliary station without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of the network study staff; (2) related studies and inquiries now being considered or conducted by commission, and (3) pending anti-trust matters.

KBOE Oskaloosa, Iowa—Granted authority to sign-on at 6 a.m., CDST, and sign-off at 7 p.m., CDST, for period ending Aug. 31, and granted authority to sign-on at 7 a.m., CDST, and sign-off at 6:30 p.m., CDST, for period Sept. 1 through Oct. 31.

WCCC-FM Hartford, Conn.—Granted mod. of cp to change type ant.

KYEW (FM) Phoenix, Ariz. — Granted mod. of cp to decrease ant. height to 1,540 ft., specify studio location (same as trans.), change type trans. and type ant., make changes in ant. system and delete request for remote control.

WITB (TV) Bowling Green, Ky.—Granted extension of completion date to Dec. 7.

Actions of May 18

KNBS (TV) Walla Walla, Wash.—Granted assignment of cp to Northwest Bcstg. System Inc. (Washington corporation).

KVFD Fort Dodge, Iowa—Granted involuntary acquisition of positive control by **Edward Breen** through death of **Elizabeth Breen.**

WLIJ Shelbyville, Tenn.—Granted license for am station, specify studio location, delete remote control request, and specify trans.

WRED (FM) Youngstown, Ohio—Granted license for fm station and change type trans.

WSJS Winston-Salem, N.C.—Granted cp to install new trans. and change trans. location.

WAPI-TV Birmingham, Ala.—Granted cp to replace expired permit which authorized change in type of trans.; trans. location; ant. system and ant. height above average terrain (main trans. & ant.).

WCRM Clare, Mich.—Granted mod. of cp to change ant.-trans. location, specify studio location and change type trans.

***KOSU-FM Stillwater, Okla.**—Granted request for cancellation cp (to change type trans.).

WLSV Wellsville, N.Y.—Granted authority to sign-off at 7 p.m., through Aug. 31.

WAAM-FM Parkersburg, W.Va.—Granted authority to remain silent for period ending Aug. 1.

KFGQ - AM - FM Boone, Iowa — Granted authority to remain silent Monday, July 4, Monday, Sept. 5 from 3 p.m. until licensed sign-off time. KFGQ-FM also granted authority to remain silent all day on Saturday, May 28 in addition to above.

KLIX Twin Falls, Idaho—Granted extension of completion date to Aug. 18.

Actions of May 17

KBUY Amarillo, Tex. — Granted assignment of cp to **David R. Worley** and **Gerald H. Sanders** d/b as **Worley & Sanders Bcstrs.**

■ Granted licenses for following am stations: WITE Brazil, Ind., and specify trans., and KOOD Honolulu, Hawaii.

■ Granted licenses for following fm stations: WKOX - FM Framingham, Mass.; WJOL-FM Joliet, Ill.; WDRC-FM Hartford, Conn.; WMPS-FM Memphis, Tenn.

***WMTH Park Ridge, Ill.**—Granted license for noncommercial educational fm station.

WJMO Cleveland Heights, Ohio—Granted license covering change in ant.-trans. location, make changes in ant. system and change type trans.; and operate by remote control.

WKAM Goshen, Ind. — Granted license covering installation new trans.

WMUW-FM Mt. Washington, N.H.—Granted license covering move to new location and decrease ant. height to 3,820 ft.; ERP 48 kw.

WJZZ (FM) Bridgeport, Conn.—Granted mod. of cp to increase ERP to 9.0 kw; change type trans. and establish remote control point (site of WICC radio trans.); waived section 3.205 of rules to permit studio to be located outside city of Bridgeport and not at site where trans. is located.

WYSL-FM Amherst, N.Y.—Granted mod. of cp to change type trans.

WERB-FM Mt. Clemens, Mich.—Granted mod. of cp to increase ERP to 61 kw and change type trans.; condition.

***WGUC (FM) Cincinnati, Ohio**—Granted mod. of cp to increase ERP to 5.3 kw, decrease ant. height to 615 ft., and change type ant.; condition.

WJCD Seymour, Ind.—Granted authority to sign-off at 7 p.m., CDT, for period ending Sept. 1.

KJAM Madison, S.D.—Granted authority to sign-on at 7 a.m. and sign-off at 6 p.m., except for special events when station may operate to licensed sign-off time each Sunday for period ending Sept. 15.

WCHI Chillicothe, Ohio—Granted authority to sign-off at 7 p.m., for period ending Aug. 31, except for special events when station may operate to licensed sign-off time.

KRVN Lexington, Neb.—Granted authority to sign-off at 7:15 p.m., CST, for period June 1 through July 31.

■ Following stations were granted extensions of completion dates as shown: KNDI Honolulu, Hawaii to July 1; WJDX Jackson, Miss. to June 30; WFVA-FM Fredericksburg, Va. to Aug. 9; KFMX (FM) San Diego, Calif. to July 30, and KVEN-FM Ventura, Calif. to Nov. 28.

Actions of May 16

KVCK Wolf Point, Mont.—Granted assignment of cp to **E.E. Krebsbach** and **Robert E. Coffey.**

■ Granted licenses for following am stations: WSNO Barre, Vt., and specify studio location; WTTF Tiffin, Ohio, and specify studio location; WKTJ Farmington-West Farmington, Me.; WMNT Manati, P.R., and specify type trans.

WLOX Biloxi, Miss. — **Granted** license covering installation new trans.

WMBN Petoskey, Mich.—Granted license covering increase height of tower and installation new ant. system.

WKJB Mayaguez, P.R.—Granted license covering installation new trans.

WMBO Auburn, N.Y. — Granted license covering installation new trans.

WIRO Ironton, Ohio — Granted license covering change ant.-trans. location and changes in ground system.

WTOL Toledo, Ohio — Granted license covering change in ant.-trans. location, ant. and ground system, installation new trans., and operate by remote control.

WSBB New Smyrna Beach, Fla.—Granted license covering change in ant.-trans. and studio locations.

WTNS Coschocton, Ohio—Granted license covering change ant.-trans. location and make changes in ground system.

WLLH Lowell, Mass. — Granted license covering installation new trans. at Lowell, Mass., and at Lawrence, Mass.

WPDQ Jacksonville, Fla.—Granted license to use old main trans. as alternate main trans.

WSPD-FM Toledo, Ohio—Granted mod. of cp to change type ant., make changes in ant. system and increase ant. height to 810 ft.

■ Following stations were granted extensions of completion dates as shown: KLFY-TV Lafayette, La. to Sept. 24, and WAXU Georgetown, Ky. to June 30.

Actions of May 13

KMCD Fairfield, Iowa—Granted authority to sign-off at 7 p.m., CDST, through Aug. 31, except for special events when station may operate up to licensed sign-off time.

KLTF Little Falls, Minn.—Granted authority to sign-off at 7 p.m. through Aug. 30.

WCOR Lebanon, Tenn.—Granted authority to sign-off at 6 p.m. for period ending Aug. 31.

Action of May 12

WLBI Denham Springs, La. — Granted change of remote control authority.

Action of May 11

WMLP Milton, Pa.—Granted change of remote control authority.

License Renewals

■ Following stations were granted renewal of license: WAWZ-AM-FM Zarephath, N.J.; WDVL Vineland, N.J.; WEBR Buffalo, N.Y.; WEOK Poughkeepsie, N.Y.; WFBL Syracuse, N.Y.; WHCU-AM-FM Ithaca, N.Y.; WHLD-AM-FM Niagara Falls, N.Y.;

Continued on page 89

COLLINS M-20 AND M-40 DYNAMICS

■ Collins lightweight M-20 and M-40 microphones are designed for acoustical-quality programs in radio and television broadcasting, high fidelity recording and distinctive public address systems. These dynamic, omnidirectional microphones feature the Dynaflex non-metallic diaphragm which maintains a smooth, uniform response over a wide frequency range.

■ M-20 frequency response, 60-18,000 cps; output level, —57 db. M-40 — 40-20,000 cps; —59 db output. Both microphones, 50 or 200 ohm impedance.

■ **As in all Collins broadcast equipment, the workmanship and quality of the Collins M-20 and M-40 are fully guaranteed.**

■ Fulfill your microphone needs with the Collins M-20 or M-40 microphones. Order from Collins Radio Company, Broadcast Sales, Cedar Rapids, Iowa, or write for complete specifications and descriptive literature.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Experienced sales manager who seeks solid future in radio-tv chain. Opening now in Atlantic coast radio station. Submit resume and photo. Box 570A, BROADCASTING.

Wanted—Radio station general manager-sales oriented. Major eastern market, great opportunity for right young man. Must have management experience but be salesman first. Good salary plus override with tremendous opportunity at the end of one year. Write Box 678A, BROADCASTING giving full particulars.

Opportunity for assistant manager in southeast station. Must be able to sell, program, handle staff, relief announce. $100 week, opportunity to advance to management. Send qualifications to Box 691A, BROADCASTING.

Opening for manager in New York state. Require aggressive family man. Box 694A, BROADCASTING.

We have a number one rated radio property in Charlotte, N.C., a member of a dynamic and growing 6 station operation in the south. We need a top flight sales manager to take over the local sales department. Excellent opportunity for right man with strong, local sales background who is capable of managing one of our stations. Good pay, plus incentive plan. Send immediately photo and resume to H. Thoms, 75 Scenic Highway, Asheville, N.C.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

One of New England's best 250 watters (1 kw just granted) in a highly competitive city, needs go-getting, local sales manager. Salary, commission and car allowance. Box 462A BROADCASTING.

Sales manager—5 kw—network—east. AM also fm. Must sell on local, regional, national level. Supervise salesmen. Management potential desirable. Send data to Box 614A, BROADCASTING.

University town in Wisconsin, 125,000 population Christian fm station. Prefer experienced man. Salary and commission, all fringe benefits. Good insurance man also considered. Box 648A BROADCASTING.

Florida station in major market will add top producer to sales staff. You will be selling long established station with top ratings and market image. A weekly guarantee plus bonus plan. Hospitalization and insurance. Housing plentiful and reasonable. Give references and tell all in first letter. Box 666A, BROADCASTING.

South Florida. Live in "tropical paradise" and earn top income. "Pulse" proven number one station now accepting applications for experienced, aggressive, and imaginative account executives. Don't apply unless you have had a minimum of three years sales experience in radio or tv. Send resume and photo to Box 539, Hollywood, Florida.

Salesman—Enjoy life in cool, colorful Colorado. Salary-commission. Ellis Atteberry, KCOL, Fort Collins.

Help Wanted—(Cont'd)

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Solid air salesman with first phone for aggressive, smooth sounding station in beautiful California medium size city. Ideal climate. Our business: To serve, to service, to sell. Complete market and employment information in response to your resume, reference and 7½ rpm tape. Box 409A, BROADCASTING.

Station in top 20 market wants top-rated morning man. Strong personality, good voice. Send resume, tape and photo. Box 506A, BROADCASTING.

Expanding staff. Immediate opening for experienced staff announcer in one of the largest markets in southwest. Bright sound, but no top 40. Also opening for good production man. Send tape, photo, and complete resume (including versatility and references), to Box 576A, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt independent. Adult music station for dj work plus news gathering and writing. Excellent starting salary, many extra benefits for mature man with proved ability. Personal interview necessary. List age, education, family status, detailed experience. Box 580A, BROADCASTING.

Need one more good announcer for chain station in western Pennsylvania. Minimum 1½ years recent air experience. No top 40, no r&r, just solid commercial radio with top-rated station in fine market. Good salary with regular raises, good working conditions. Excellent opportunity for advancement. Send tape and resume immediately. Box 585A, BROADCASTING.

Personality dj. Evening (til midnight) shift. First phone, no maintenance. Modified r&r; ideas and commercial delivery important. Regional, #1 in eastern Pennsylvania market. Send tape, picture, salary required. Box 604A, BROADCASTING.

Chief announcer—5 kw network—east. Some experience in all types of announcing and public service. Must cooperate with and coordinate work of program, sales and traffic department. Management ability will be developed. Mail necessary information to Box 613A, BROADCASTING.

Pleasant midwest community—2 station market needs one combination engineer-announcer, two announcer-salesman. 3 years experience necessary. Send resume, references, photo and tape to Box 623A, BROADCASTING.

Swingin' dj ready to move up to pd number 1 format station, midwest. Chance for tv too. Send short, expendable tape and picture. Box 665A, BROADCASTING.

Immediate opening for experienced announcer. Starting salary $70.00 for forty-four hours. Good opportunity for advancement. Small south-eastern town. Also opening for engineer announcer. $80.00 for forty-four hours. Group operation with opportunity for good men. Write Box 690A, BROADCASTING.

Stay there! Earn extra cash. Write for details. Send audition tape. Box 10513, Tampa, Florida.

KBUD, Athens, Texas seeking experienced staff announcer.

Help Wanted—(Cont'd)

Announcers

Florida. Number one station in south Florida area has immediate opening with top income for experienced, versatile dj to handle "top fifty" morning show. Must be conscientious, cheerful and outstanding in the creation . . . production of tape commercials. Rush tape, photo and resume: Suite 216, 1776 E. Sunrise Blvd., Fort Lauderdale, Florida.

Announcer-copywriter. $400 per month. KBRZ, Freeport, Texas.

Announcer, first phone, no maintenance, 6-10 p.m. shift. All benefits. KHMO, Hannibal, Missouri, Mr. Jae.

Have immediate opening for announcer with 1st phone. Maintenance with some engineering, board shift. Send resume, photo, audition tape, salary requirements to KLIN, Lincoln, Nebraska.

Texas station wants experienced announcer. Extra earnings in sales, if interested. Vacation plan. Good hours. KNET, Palestine, Texas.

Wanted, combination announcer-salesman for single station market located in heart of vacation wonderland. Good salary. Commission plan. Send complete resume of experience, tape, with commercial, short news, music entro and photo to Jack Hinman, KPRK, Livingston, Montana.

Announcer for record shows and staff work. Must have commercial experience. Excellent working conditions on long established 5000 watt station. Write or phone Program Director, WATR, Waterbury, Conn.

Immediate opening for good morning man. Some news experience necessary. Fast paced, modern sound, well-known station. Send tape, resume, photo, references and salary requirements to Clair L. Meekins, Program Director, WFIN, Findlay, Ohio.

Attention young announcer with ambition and excellent voice. We will train. We have the opening you're looking for. Personal interview necessary. Contact David W. Martin, General Manager, WGNS Radio, Murfreesboro, Tennessee.

WHRT—Hartselle, Alabama needs combination announcer—1st class engineer. Please write Gene Newman, WHRT—Hartselle, Ala.

Number one station in Wheeling-Steubenville area seeking fast paced modern disc jockey. Get on the first team with Chuck Dougherty and company. Send tape, photograph and resume to Chuck Dougherty, Asst. Manager, WKWK, Wheeling, W. Va. Tapes cannot be returned.

New station—Needs smooth announcer; salesmen. No tapes returned. WPAC, Patchogue, New York.

Country and gospel dj wanted. $75—48 hours per week. Send tape and resume to Manager, WRIC, Richlands, Virginia.

California calling. If you are a versatile announcer with first phone who wants to work in stable operation in a lovely town of 45,000 that features network and local news plus good listenable music, then let's exchange information. You tell us all about yourself with complete resume of experience, references and send tape cut at 7½ rpm with commercials, short news, music intro and ad lib. We will answer promptly with information on the most beautiful area of California, plus our salary, fringe benefits and major medical plan, send to Foy Willing, P.O. Box 1651, Salinas, California.

Help Wanted—(Cont'd)

Announcers

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

Chief engineer for eastern Pennsylvania, 5 kw radio station. Directional experience necessary. Reply to Box 362A, BROADCASTING.

Have opening for first-class engineer-announcer in Pacific northwest. Personal interview necessary. Send tape and particulars to Box 542A, BROADCASTING.

Enterprising independent station in Virginia needs engineer-announcer. First class ticket essential, announcing secondary. Short hours, salary commensurate with experience. Reply Box 344A, BROADCASTING.

Wanted, engineer with first ticket central Pennsylvania station. No experience or maintenance required. $65 for 41½ hours work week. Box 681A, BROADCASTING.

Do you want to live in No. Calif.—So. Oregon and work in radio and or tv? If you do, write Don Telford, KIEM-TV, Box 1021, Eureka, Calif. Openings for first fone tech, production and sales.

Chief engineer-announcer—strong on maintenance and announcing for 500-watt remote operation. Good pay—life and hospitalization insurance. Send tape, photo and resume first letter to KTIB, Thibodaux, Louisiana.

The south's most modern radio station wants a first class engineer/relief announcer from the Carolinas or surrounding area. Must have desire to work and have pride in his work. Our station is fully equipped with Collins equipment, including a new Collins transmitter and Collins automatic tape control units. Located in one of the finest towns, Statesville is ideal for the man with a family. The right man will be working with high calibre permanent radio men. Personal interview necessary. Contact: Clay Cline, WDBM, Statesville, North Carolina, Tele: TRiangle 2-2455.

Engineer—First class ticket. Summer relief immediately. Transmitter duties. Must have car. Chief engineer, WEZE, Statler Office Building, Boston, Mass.

First phone; no announcing. Beginner acceptable. Warren, WHLT, Huntington, Indiana.

Experienced radio engineer first phone. Operation and maintenance am-fm. Sober and reliable. Apply J.M. Foley, chief Engineer, WSVA, Harrisonburg, Va.

Production-Programming, Others

Programming-operations manager. Expanding new midwest fm multi-major market group. Excellent opportunity for growth, incentive participation, and possible stock ownership for thinking, experienced person who can build music programs and write appropriately. Send photo, resume Box 543A, BROADCASTING.

Immediate opening for program director or news director. Must be experienced in one or the other to qualify for this group station. Rush tape, resume and snap. Box 571A, BROADCASTING.

Top ten market station needs a production minded male continuity director. Ability to do air work also. Top money for right man. Modern radio background or agency. Send picture, resume and sample copy and tape of your work. Box 638A, BROADCASTING.

Top regional Texas radio station needs experienced man to cover local news, mobile unit. No staff, dj or production work other than news. Write Box 644A, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

We have five midwest radio stations and are looking for air-salesmen, account executives and newsmen. Expansion has been fast and we have unlimited opportunity, for people with a real pro attitude, to move up the ladder, in our "young at heart" organization. Make resume complete. Air personnel should include tapes. If you want to move up, and make money at the same time, we'd like to meet you. Box 664A, BROADCASTING.

WNXT, Portsmouth, Ohio needs experienced spot copywriter. Apply Manager.

Wanted: Newsman to write, edit and report local news, for NBC affiliate. Experienced. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Indiana.

RADIO

Situations Wanted—Management

Small market manager sincerely tired of increasing profits for someone else. Desire profit sharing management or leasing opportunity. Box 533A, BROADCASTING.

Administrative sales team available. Proven successful methods. Box 572A, BROADCASTING.

Manager-sales manager available. Box 573A, BROADCASTING.

Family man, sober, veteran, with 1st ticket, strong on administration and sales. Box 662A, BROADCASTING.

Station or sales manager nine years experience as sales and assistant general manager all phases—sales, local, regional, national, including working with top reps. . . . promotion, programming, merchandising. Prefer medium market. Available now. Box 673A. BROADCASTING.

Tired of gimmicks—talkative dj's and mismanagement? Ready for trio with New York background—plus capital to operate station successfully? Contact Box 687A, BROADCASTING.

Small market package man: 10 years radio, manager, salesman, announcer, first class ticket. Woman: traffic and office operation. Proven team in California market. Spotless radio background, can run the whole show. Write: Box 689A, BROADCASTING.

Married management team. Versatile veteran broadcasters for 18 years. Financially stable. Will manage for absentee owners or on lease arrangement. Profit guaranteed. Box 692A, BROADCASTING.

Sales

Attention New England! Top professional salesman with radio background desires sales position in radio or television. Married, 32, college degree. Resume and references on request. Box 553A, BROADCASTING.

Sales manager available. Proven successes. Box 574A, BROADCASTING.

Salesman-sales manager. Excellent record. Box 575A, BROADCASTING.

Announcers

Personality dj wants to break into major market. The finest references. Consistently top rated and will become major talent in your city. Married, reliable, personable. Presently employed. Box 534A, BROADCASTING.

Looking to relocate in California or Arizona. Personality dj, not a shouter or go-go boy. Five years experience. Reliable, sober, and married. Good character and credit references. Will reply to all inquiries. Box 544A, BROADCASTING.

News, staff, personality announcer. 25, mature, college grad, Korean vet. Most vicinities considered. Would prefer warm climate. Send for details. Box 565A, BROADCASTING.

Morning personality—dj. Fast, tight production. Happy with present job, and money. Will consider opportunity first, money second. Now earning $125. Box 577A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-dj. News, commercials, some experience. Must have $80. Single. Box 578A, BROADCASTING.

Experienced announcer, first phone, seeks permanent position with good pay. Box 592A, BROADCASTING.

Looking for pro? With good voice, production know-how, strong news that runs fast paced jock show? If so, let's talk it over. Box 621A, BROADCASTING.

Sports-announcer—part time, 30, married, college degree. Seeks position New York City and vicinity. A little light in experience but heavy on ability. Will submit tape on request. Also experienced in copywriting. Box 622A, BROADCASTING.

Experienced, versatile staff background. Emphasis on clean, authoritative news—commercials that sell—adaptable style on record shows. Strong background in all phases of sports, including play-by-play. Will stay with job that offers future. Prefer midwest. Box 625A, BROADCASTING.

Versatile announcer — thoroughly trained all phases radio, tv announcing. Inquire Box 626A, BROADCASTING.

4 colored disc jockeys, desire east, middle west, or far west. Experienced in r&b, spiritual. No clowns, can sell sponsors. Box 627A, BROADCASTING.

Announcer—six years experience, married, veteran. Experienced in news and program directing, desire to settle in New York-Conn. area. Box 628A, BROADCASTING.

28, married, dependable, 2 years experience, can operate own board. Graduate of radio school, and have college BA degree. Would desire adult music station. Have low resonant voice. Strong on news and commercials. Box 632A, BROADCASTING.

Need me? DJ-news. Bright, happy sound, tight production. Currently employed in major market. Seeking better working conditions. Experience plus extras. Box 633A, BROADCASTING.

Announcer, production copy writer, newsman, etc. Familiar with all formats, dependable, experienced, must move to desert climate for son's health. Box 640A, BROADCASTING.

I'm a good announcer looking for a good position. I've done everything in radio and tv including ownership. Western states. Box 643A, BROADCASTING.

Desire to settle in metropolitan area with radio future. Four and one-half years experience, two years college. Deep, warm toned voice. Excellent diction, veteran, married, children. Box 649A, BROADCASTING.

17 year old dj with teen age appeal. Go-er. One year's air experience in number one format station. Present employment is part time and am looking for full time summer employment in resort or metro area. Also experienced in news and copy. Box 650A, BROADCASTING.

Many abilities, news and sportscasting tops. Popular and classical dj—workhorse. Single. Box 654A, BROADCASTING.

Announcer-chief engineer with am-fm experience, two years college. Planning life of nuptial bliss. Desire permanent position where I may grow with station. Presently employed in New England. Will relocate. Box 655A, BROADCASTING.

Personality deejay, 27, four years, experienced McLendon, looking for swinging station. Good production, presently employed. Box 656A, BROADCASTING.

Newscaster — experienced, mature, good voice. Currently employed in major market. Box 658A, BROADCASTING.

Country-western leanings. PD, sales, news, dj, guitarist. Presently ca, Ohio, anywhere. Available soon. Box 659A, BROADCASTING.

You need newsman, sportsman, music man. Don't hire three. Hire me. Eight years radio, plus college, equals adaptability to any format. If you reach a million or more, I'll reach you personally with my voice and detailed background. Box 660A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

News, sports, deejay, eight years. Want metropolitan area. Start immediately. Box 661A, BROADCASTING.

Announcer—8 years experience, currently employed, desires to locate permanently in new market. Adult or top 40. Experience includes heavy stints in news, tv, and major college play-by-play plus sportscasting. Desire southwest but any job with permanency ok. Box 668A, BROADCASTING.

I've done it. Reached my peak in this midwest market of 200 thousand. Currently morning man, pd and free lance tv announcer ready to move up. Far west or midwest try me. Box 670A, BROADCASTING

Top rated air personality in one of top seven markets. Five years experience; 26; married; college grad. Now making over $100 per week. Box 674A, BROADCASTING.

Announcer: Good voice, will travel. News, music, drama plus all staff work. Wide scope, interesting and personable. Box 679A, BROADCASTING.

Announcer-dj—news; commercials. Operate own board, 3 years college. Box 680A, BROADCASTING.

Announcer, nineteen years all phases. Best references. California-Arizona preferred. Box 683A, BROADCASTING.

Country music dj. Nineteen years knowledge. References. California-Arizona preferred. Box 685A, BROADCASTING.

Who needs a swingin' jock? Rated number one in million market! Fifteen years radio-television-agency, first phone, ex-McClendon, want advancement opportunity, will travel. Box 696A, BROADCASTING.

Announcer: Experienced. Married. Can run tight format. Not a floater or prima donna. Box 697A, BROADCASTING.

South only — Announcer—continuity, 11 years experience, available now. Phone Durham, N.C., 8-4786.

An announcer I would be—if you can use a personality that's different. Salary secondary to opportunity. Background—British. Age 29. Three years in U.S. writing radio/tv spots, commercials. Some on-air tv experience. Currently employed agency copywriter. Write direct % Charlie, 34 East 58th St., N.Y. 22.

Broadcaster: 32 years old, 13 years experience, presently employed at 125-dollars per week, available soon. Desires station with future including money, good working conditions, and quality programming. Interested in midwest, Florida and Arizona, but will consider all others. Married, family. Contact Don Christensen, 513-Prospect Avenue, Beaver Dam, Wisconsin. Phone, Turner 5-4354, after 6 p.m.

Announcer—Can handle news, commercials, dj work. Run own board. Short on experience, long on ambition, will travel. Ed Collins, CY 3-5516, N.Y.C.

Young man, talent proven, married, c.g., seeks pleasant location. SU 7-8436, N.Y.C. Mr. Frome.

Negro announcer, dj. Producer, network experience, 20 years. References, age 36. All music. Mannie Mauldin, 360 East 55th St., Oakland 4-8300, Chicago 15, Ill.

Negro disc jockey looking for work. Will travel, could do news, commercials, and work own board. 101 West 143rd St., N.Y.C. ADirondack 4-4180. Dick Wilson.

Technical

First phone, three years experience control room engineer, no announcing, available immediately. Box 540A, BROADCASTING.

Combo man, 1st class ticket, technical school grad, with experience in radio and tv production. Dependable, sober, married, two children and draft exempt. Prefer small market station, in or near Minnesota. Available soon. For additional information, tape, etc., write Box 630A, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Attention managers southern California. Chief engineer-mature announcer. 14 years broadcast experience. Presently chief 1 kw directional. Minimum salary $135.00. Reply Box 637A, BROADCASTING.

Chief engineer desires Wisconsin station. 8 years broadcast engineering experience. 3 as chief. Also experienced vhf communications, maintenance. Family man, reliable. Box 647A, BROADCASTING.

Experienced engineer, over ten years in radio. At present small station chief in major market. Prefer station in north east. Will relocate if good position presents itself. Write Box 671A, BROADCASTING.

Chief engineer—qualified and experienced in construction, maintenance, directionals and measurements. Box 688A, BROADCASTING.

Engineer, first phone. 1½ years experience 5 kw dd, 500 w nd. 5 years military and industrial electronics experience. Prefer evening or night shift. Available August 1st. Robert J. Hale, 1405 S. Thomas St., Arlington 4, Virginia.

First phone since 1952 with 22 years experience am-fm wants to relocate south central or west. Sparling, 425 East 6th, Hutchinson, Kansas.

Production-Programming, Others

Production manager-director in top market. Seeks producer-director position in larger market. Family, 33 years, college graduate. Box 552A, BROADCASTING.

Executive assistant secretary. Early 30's, 5 years experience radio-tv advertising. Good secretarial skills (IBM exec) own corr.—good memory-supervision—liaison. No clock watcher. Seek diversified, challenging position with stable organization. Please write Box 586A, BROADCASTING.

Pro, versatile, all formats. Good production, news. Looking for pd slot that moves. Good voice, strong in production and news. Have 1st ticket. What have you? Box 620A, BROADCASTING.

Young, knowledgable program, production man wants to relocate with aggressive, modern company. Capable administrator, successful with personnel. Presently competing in one of top eight markets. Full information and personal interview. Box 645A, BROADCASTING.

Top market deejay-assistant, wants programming position. Energy, Savvy. Five figures. Box 653A, BROADCASTING.

Commercials getting lonely from lack of love? I like commercials. Why not let me copy sit. Box 657A, BROADCASTING.

Newsman, 15 years, writing, editing, voicing; major networks Washington, Boston; seeks permanent position with quality, news-conscious station, medium-to-large market. Mature approach, authoritative delivery. Change wanted within 60 days. Salary open. All replies considered. Box 675A, BROADCASTING.

News director, interviews, sales, gather, write, air, sell. 31, married—ten years. Box 677A, BROADCASTING.

Nineteen years radio plus formula. Best references. California-Arizona preferred. Box 684A, BROADCASTING.

TELEVISION

Help Wanted—Sales

Aggressive salesman for local sales. The future is here if you have the ability. Experience in radio or tv necessary. Must have car. Good earnings at the start with unlimited potential. Family man preferred. Station is tops in the area. Full CBS, ABC schedule. All the advantages of raising a family in a small, friendly community. Send complete resume, references and photo. Jack Gilbert, KHOL-TV, Kearney, Nebraska.

Technical

Wanted: Experienced tv transmitter engineer. RCA TT25BL transmitter. Position now open. Contact Chief Engineer, KCSJ-TV, Pueblo, Colorado.

Help Wanted—(Cont'd)

Technical

Need first class tv engineer for master control, maintenance and studio work. Will train. Prefer experience. KMMT-TV, Austin, Minnesota.

Studio technician, first class license will train. Contact Merritt, WICS-TV, Springfield, Illinois.

TELEVISION

Situations Wanted—Management

Available soon: Manager with production record having few equals. Only interested in general management small-medium market or commercial manager metropolitan market. No Houdini but steeped in management experience seldom found in broadcasting. Well known all levels television-radio. Financially and morally sound. Age 40, family. Box 635A, BROADCASTING.

Sales manager, small market NBC affiliate, interested in moving to larger market. Excellent billing record. Box 693A, BROADCASTING.

Sales

Experienced television salesman desires larger market potential, or sales management. Box 663A, BROADCASTING.

Announcers

Build your news audience! Newscaster-personality with "All American" appearance, authoritative delivery, extensive experience plus M.S. in journalism, can offer quality service to quality station. Box 629A, BROADCASTING.

Announcer, host, mc. Long experience, references. California-Arizona preferred. Box 686A, BROADCASTING.

Technical

Chief or supervisor, 12 years am-fm-uhf-vhf, 4 years chief, 4 years supervisory experience. Box 603A, BROADCASTING.

Stop gambling on new employees. Duds and hot-shots never complete our comprehensive technical and production training program. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

News reporter, writer, 'caster, some photo work, 4½ years experience, seeks tv or radio work. Box 388A, BROADCASTING.

Looking for qualified man to supervise your promotional activities? Experienced all areas of tv promotion and research. Presently employed major network O&O station in sales development. Full details on request. Box 631A, BROADCASTING.

I have a job. Would like a position with chance for advancement. Journalism degree and 15 years experience announcing news and tv weather in 8th market. Feel equipped for No. 2 spot in progressive radio-tv newsroom or management. Future is important but have family, so money is, too. Age 34. In no hurry. Prefer personal interview after detailed correspondence. Box 636A, BROADCASTING.

Photographer-reporter desires television position southern California. Will accept "non-related" job if photography available later. Experience: Newspaper reporter, television reporter-photographer, commercial photography, darkroom work. Presently in top television news department. Box 652A, BROADCASTING.

Promotion position desired by reporter with 8 years experience radio-television-newspaper medias. Background and references excellent, degree, veteran. Box 667A, BROADCASTING.

If your main concern is quality programming on a local level, and feel you need a director or public service manager, who is over-conscientious as to the necessity and responsibility of finer broadcasting, with very high character and professional references—contact Box 676A, BROADCASTING.

FOR SALE

Equipment

5 kw tv transmitter channels 2-6. 25 kw amplifiers 2-6 and 7-13. Also sync generators, polyefex scanners, etc. Box 695A, BROADCASTING.

Save $5000.00 on your fm station installation. For sale RCA BTF 250 fm transmitter, tubes and crystals. Hewlett-Packard 335-B frequency and modulation monitor. 90 foot length Andrew Heliax transmission line 7/8 inch diameter. Antenna RCA BF-21 Pylon, power gain 1.5. 80 foot steel tower 93 foot over all. Cost us $6000.00, yours for only $5000.00 fob Waxahachie. Contact Richard Tuck, KBEC, Waxahachie, Texas, phone WE. 7-1390. Now in operation, reason for selling, installing new equipment. All new except transmitter and antenna in operation less than one year.

Vertical transcription assemblies — RMC model A-16 tone arms and equalizers—pair, complete, $50. KOFO, Ottawa, Kansas.

RCA type 66A modulation monitor, $250. Also RCA 475C frequency monitor with RCA 681B frequency deviation meter, $395. WCAR, 14333 Vreeland RD., Trenton, Michigan. ORleans 6-2484, J.R. Balmer.

Going into fm? WEAW-FM is going to higher power and will have available July 1st the following equipment complete with extra tubes, etc. Equipment is now in operation and radiates 36 kw. (Our cp is for 192 kw). Collins 5 kw model 732-A transmitter, $5,000. 8 Bay Collins model 37-M series ring antenna with 200 feet of 1 and 5/8 inch coax, $1,200. Price for both together, $5,500. First check for $1,000 down holds equipment for your use. Also available G.E. type BC-1-A model 4BC1AZ dual channel 25 console, $300. Ed Wheeler, WEAW, Evanston, Illinois. University 4-7600. 1700 Central St.

Make an offer on any of the following: Gates RCM-14 remote control unit in good operating condition, 1 Raytheon 1 kw am line terminating unit, 1 Presto disc recorder model Y 2-speed, including two tables, good operating condition; 1 mobile broadcast studio—1948 Ford parcel truck set up for remote work, condition is excellent. For details on any of these items contact Arthur French, Chief Engineer, WELM, Elmira, Phone REgent 3-5626.

Company or individual dealing in purchase of used broadcasting equipment, write to WNLC, New London, Conn., for list.

250 watt Gates am transmitter, good operating condition, replaced by increased power. WTYN, Tryon, N.C.

Teflon coaxial transmission line 1 5/8", 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequencies. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. Ten years old. Price $4,500. Terms. Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

U-2 can own an Ampex 351C console, floor sample, full track, 3¾-7½ IPS. First check for $1195 takes it. Rek-O-Kut imperial portable disc cutter, display model for only $495. Gates Radio Company, 2700 Polk, Houston 3, Texas.

Limiter—Gates audio amplifier—very reasonable because of modernization and increased power. WTYN, Tryon, N.C.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Equipment

Wanted: Used low band television transmitter in good condition, preferably 5 kw. Box 531A, BROADCASTING.

Wanted, one or two Scully lathes, Presto 41A limiting amplifiers, RCA LC1A speakers with MI-11401 enclosures. Box 605A, BROADCASTING.

Frequency deviation monitor, used, in good condition, suitable for remote indication, for am station. Please reply to Box 639A, BROADCASTING.

FM 3 and 10 kw transmitters, dual consoles, turntables, frequency monitor, transmission line. Box 646A, BROADCASTING.

5 or 10 kw fm transmitter, console, monitor, remote control. Advise price, condition. Box 651A, BROADCASTING.

Studio console in good condition. Box 672A, BROADCASTING.

Wanted: Used 12½ kw uhf amplifier for channel 40. Interested in any used Federal 1 kw uhf driver spares or complete unit. Box 682A, BROADCASTING.

Instruction Book for RCA frequency deviation monitor, model 311 AB, MI-8211. If you have only one copy will gladly pay for photostating. Urgently need this book. Write Mr. C. Halle, Radio Station WEMJ, 581 Main Street, Laconia, New Hampshire.

WHRT would like used Gates transmitter remote control unit. Write WHRT, Hartselle, Alabama.

Tower wanted, 150 ft. self-supporting (not guyed). Within reasonable trucking distance. WTXL, West Springfield, Massachusetts.

Wanted—Used transmitting and antenna equipment for maximum power on Channel 3 installation. Write or call Harold Thoms, 75 Scenic Highway, Asheville, N.C., phone ALpine 4-4446.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC Licenses, six-week course. Ninety percent pass license examinations the first time taken. Next class June 13th. Free literature. Pathfinder, 510 16th St., Oakland, California.

INSTRUCTIONS

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

The National Academy of Broadcasting, 3338 16th St., Washington, D.C. trains and places writers and announcers. Send for catalog and job list. (26th year)

MISCELLANEOUS

Attention—Writers, producers, directors. Selling extensive collection newspaper files covering World War II and Korean Conflict. Includes years 1942-1958 providing endless story material. Already packed. Make offer. Box 455A, BROADCASTING.

Need a five-minute fun show loaded with satire? Try "The Adventures of Carson P. Fruitmound". Take your audience on a different hilarious adventure daily. Open-end format. Saleable—laughable. Details-audition package upon request. Blair-Charles Associates, Broadcast Center, KVOO, Tulsa.

Comedy material for dj's. Smart patter available, one-line gags, song quips, adlibs, topical. Sample $2.00. Show-Biz Comedy Service (Dept. BM) 65 Parkway Ct., Brooklyn 35, N.Y.

RADIO

Help Wanted

Production-Programming, Others

IS THERE SUCH A MAN?

RADIO STATION IN ONE OF TOP CALIFORNIA CITIES NEEDS PROGRAM DIRECTOR. MUST HAVE:

1. FIRST CLASS LICENSE
2. GOOD ANNOUNCING VOICE
3. PRODUCTION AND COPY EXPERIENCE.

EXCELLENT PAY. SEND DETAILS AND TAPE IN REPLY:

BOX 361A, BROADCASTING.

BROADCAST SUPERVISOR

MAJOR 4A AGENCY IN CHICAGO

Increased TV advertising by new and present clients has created need for an additional Broadcast Supervisor on our staff. This person will have full supervisory responsibility for the broadcast activities of assigned client accounts, all major users of network broadcast media. The man who will best qualify for this position will have some agency and/or network TV administrative experience. Professional experience in the theater and in TV production is highly desirable.

Send letter of application including resume and salary requirements to: Box 642A, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

ADULT RADIO WANTS A PRO

A man with a solid radio background who can do a top calibre job in all phases, including production and writing. Real opportunity for you in a nationally known Ohio station. Salary open. Write:

Box 508A, BROADCASTING

PROGRAMMING

Television program syndicator needs aggressive minded contact man for N.Y. staff. Experience in local station film/programming/public service essential. Excellent opportunity for creative self starter. Salary open.

Box 634A, BROADCASTING

WITH

Has an immediate opening

For a female continuity director with radio experience. Typing and shorthand required. Must be able to assume position immediately. Contact Bob Adams, Program Director, WITH, 7 East Lexington St., Baltimore 3, Md.

Announcers

YOUNG AGGRESSIVE ANNOUNCER

With ideas wanted for top Miami, Florida, radio outlet. Rush new picture, bio and tape to:

Box 624A, BROADCASTING

Help Wanted—(Cont'd)

Announcers

DISC JOCKEY WANTED

A full time five kilowatt south central Atlantic station looking for a really top disc jockey. Must be warm and friendly on the air. Middle of the road format. No top 40. Must do all production on board. TV work also available with tv affiliate. This is a permanent position for the right man. Salary open; commensurate with ability. Bright future with this organization. Send tape and resume to:

Box 512A, BROADCASTING.

TELEVISION

Help Wanted—Sales

MAJOR NEW ENGLAND

Television station in thriving market is seeking an aggressive salesman to service local accounts. Must be personable and experienced in either radio or television sales. Highest professional and personal references required.

Box 641A, BROADCASTING

Help Wanted—(Cont'd)

Technical

WANTED

Experienced TV engineer. Exciting overseas duty U.S. Territory; tropical living; Top-flight international organization. Write or see John Barton, 20 East 46th St., New York. Telephone N.Y. YU 6-0820.

FOR SALE

Equipment

Want a BRAND NEW "One"?

Gates BC-1T 1 KW AM transmitters are in stock for immediate delivery, factory tested to your frequency. Terms where desired. Want to trade?

GATES RADIO COMPANY

Quincy, Illinois

Steel Micro-Wave Tower, 250 feet, self supporting, 5x28 foot platform at top, entirely fabricated from galvanized structural angle (painted), in excellent condition, Blaw Knox construction. Dismantled and match-marked for re-erection. Suitable for radio and point-to-point telephone. Inquiry and inspection invited.

A & E EQUIPMENT CO.

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Alexandria, Virginia

Phone—Temple 6-7019

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STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service

Professional Placement

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TIRED OF SEARCHING?

Radio and tv, announcers, salesmen, engineers, writers, directors and executive —use our placement service in eight upper-midwest states. Don't let opportunity pass you by. Employers, employees, write NOW for application.

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Broadcast Division C

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If you have a strong background in the Broadcast Industry, a technical background, experience in Sales of technical equipment, you may be the man to participate in the fastest growing broadcast equipment manufacturer in the country.
Openings exist in several areas throughout the United States.
Substantial salary plus commission, with expenses paid and transportation furnished.
Permanent position with excellent company benefits.
Send resume to Sales Department.

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MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
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STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

FOR SALE

Stations

FLORIDA

Only station in fast growing East Coast city with 30,000 population. Excellent facilities. Principals only —no Brokers.

Box 669A, BROADCASTING

Calif.	Single	250w	$65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
Fla.	Small	250w	53M	15 dn.
Calif.	Small	1kw-D	69M	29% dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Medium	5kw-D 1kw-N	175M	53 dn.
Fla.	Medium	5kw	230M	29% dn.
N.Y.	Medium	1kw-D	105M	cash
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

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$350,000—California—Terms
$125,000—Illinois—Single Mkt.
$525,000—Mountain—Metropolitan
$370,000—Illinois—Metropolitan

Security Bldg. Davenport, Iowa

FOR SALE

Stations

GUNZENDORFER

CALIFORNIA EXCLUSIVE. A Daytime earner in growing California single market with 500 watts. **$150,000** with 29% 10 year payout at 6%. **OREGON EXCLUSIVE.** 250 watter fulltimer for $15,000 down. Balance of **$80,000** in 10 years at 6%. **CALIFORNIA EXCLUSIVE.** Single southern market station with trading area of 44,500. A 1000 watt fulltimer priced to sell at **$125,000.** Terms. **ARIZONA EXCLUSIVE.** 500 watter daytimer at **$60,000.** ⅓ down. **CALIFORNIA EXCLUSIVE.** 250 watter fulltimer in northern growing market **$75,000.** 29% with $300 a month payout. FM station in **ARIZONA—CALIFORNIA—OREGON.**

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Phone OLympia 2-5676

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PATT McDONALD CO.
Box 9266, Austin, Texas. GL. 3-8080
Or, Jack Koste, 60 E. 42nd, NY 17, NY
MU. 2-4813

STATIONS FOR SALE

SOUTHWEST. Good size market. Doing $80,000 a year. Daytimer. Absentee owned. Asking $135,000 with 29%.

ROCKY MOUNTAIN. Full time. Absentee owned. Average gross of $80,000 last five years. Asking $90,000 with 29% down.

ATLANTIC COAST STATE. Full time. Asking $75,000 with 29% down.

MIDDLE WEST. Doing $5,000 a month. Full time. Under capitalized. Asking $100,000 with 29% down.

CALIFORNIA. Full time. Asking $55,000 with 29% down.

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HO. 4-7279

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you can't beat a classified ad in getting top-flight personnel

Continued from page 83

WHTG Eatontown, N.J.; WIBX Utica, N.Y.; WIPS Ticonderoga, N.Y.; WBEN-AM-FM-TV Buffalo, N.Y.; WROC-AM-FM-TV, Rochester, N.Y.; WHEN-AM-TV Syracuse, N.Y.; WSYR-AM-FM-TV Syracuse, N.Y.; WJMK North Syracuse, N.Y.; WMBO Auburn, N.Y.; WONG Oneida, N.Y.; WRVM Rochester, N.Y.; WSAY Rochester, N.Y.; WMBO-FM Auburn, N.Y.; WKRT-FM Cortland, N.Y.; WVOX-FM New Rochelle, N.Y.; *WNTI (FM) Hackettstown, N.J.; WOKO Albany, N.Y.; WSNJ - AM - FM Bridgeton, N.J.; WBUD Trenton, N.J.; WELM Elmira, N.Y.; WGR-AM-FM-TV Buffalo, N.Y.; WKDN Camden, N.J.; WMNS Olean, N.Y.; WOND Pleasantville, N.J.; WVET-TV Rochester, N.Y.; WNBH-AM-FM New Bedford, Mass.; WOCB-AM-FM West Yarmouth, Mass.

■ Following tv translator stations were granted renewal of license: K72AD, Alturas Tv Club Inc., Alturas, Calif.; K72AA, The Anadona Co., Weed Heights, Nev.; K72AF, Battle Mountain Tv Club, Battle Mountain, Nev.; K70BI, K76AP, Big Lake Translator System Inc., Big Lake, Tex.; K73AL, Board of Education Truth or Consequences Municipal Schools, District #6, Truth or Consequences, N.M.; K79AG, Burlington-Edison School District #100, Skagit County, Wash.; K70AU, California Ore. Tv Inc. (Oregon Corp.), Cave Junction and Selma, Ore.; K71AK, K73AK, California Oregon Tv Inc. (Oregon Corp.), Cow Creek Area, Ore.; K72AL, K75AE, Central Idaho Tv Inc., Grangeville, Cottonwood, Craigmont and Nezperce, all Idaho.

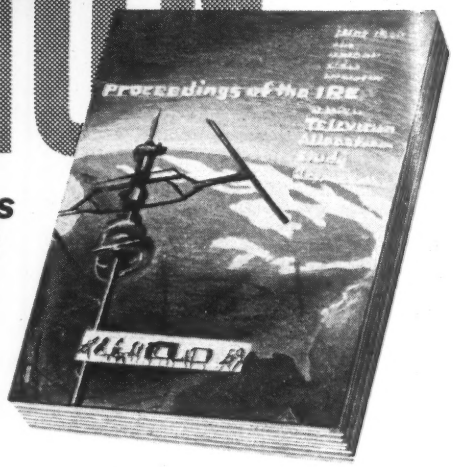
K81AC, Central Idaho Tv Inc., Grangeville, Idaho; K80AA, Central Tv Assn., Center, Colo.; K71AQ, Citizens Tv Inc., Milton-Freewater, Ore.; K70AE, K80AC, City of Truth or Consequences, Truth or Consequences, N.M.; K71AD, K74AI, Coconino TV Inc., Flagstaff, Ariz.; W70AB, W74AA, W82AA, Conewango Valley Tv Inc., North Warren, Pa.; K72AN, Durango Tv Translator, Durango Junior Chamber of Commerce Inc., Durango, Colo.; K70AR, K74AQ, K78AA, Emery County, Public Body Corporate and Politic, Orangeville, Utah; K71AI, K75AG, K79AC, Evanston Non-Profit Tv Inc., Evanston, Wyo.; K70AW, K76AE, K80AK, Grande Ronde Tv Assn. Inc., La Grande, Ore.; K73AC, K82AB, Hill County Tv Club, Havre, Mont.; K77AB, Honor System Tv Assn. Inc., Alpine and Marfa, Tex.; K70AN, K74AE, Idaho Power Co., Oxbow Power Plant Camp, Oregon-Idaho; K72AC, K76AC, Idaho Power Co., Brownlee Power Plant Camp, Ore.; K70AP, Indian Valley Tv Corp., Greenville, Calif.; K71AS, K74AG, Paul Kafoury, tr/as Radio Center, Newport and Otter Rock, Ore.; K71AA, Kittitas Valley Tv Assn. Inc., Ellensburg, Wash.; K74AC, K77AA, La Plata Electric Assn. Inc., Bayfield and Ignacio, Colo.; K74AD, La Plata Electric Assn. Inc., Pagosa Springs, Colo.

K70AS, Lemhi Tv Corp., Salmon, Idaho; K72AI, Libby Video Club, Libby, Mont.; K70AQ, K74AT, Likely Tv Club, Likely, Calif.; W73AB, Littleton Community Tv Assn., Littleton, N.H.; K70AM, K75AA, Manson Community Tv Co., Manson and Chelan, Wash.; K72AY, Maupin Tv Corp., Maupin, Ore.; K70BC, K76AJ, Morongo Basin Tv Club Inc., Twentynine Palms and Marine Corps Base, Calif.; K79AB, K82AD, Morrison-Knudsen Co., Brownlee Trailer Court, Ore.; K70AB, K80AH, Mt. Grant Tv Booster Service Corp., Hawthorne and Babbitt, Nev.; W79AA, Mt. Mansfield Tv Inc., Claremont, N.H.; K71AJ, K75AK, K81AD, North Sherman Tv Co-Op, Wasco, Ore.; K78AG, People's Tv Inc., Leadville, Colo.; K77AF, K80AJ, Norman R. Phillips, San Saba, Tex.; K76AI, Powers Tv Translator Inc., Powers, Ore.; K73AF, Rawlins Bcstg. Co., Rawlins, Wyo.; K71AH, Salida Tv Translator Assn., Salida, Colo.; K79AD, San Luis Valley Tv Inc., Romeo, Colo.; K82AC, San Luis Valley Tv Inc., Romeo, La Jara and Manassa, Colo.

K83AB, Santa Rosa Chamber of Commerce, Santa Rosa, N.M.; K70AK, Saratoga Tv Co., Saratoga, Wyo.; K75AJ, K71AP, Seaside Video Club, Seaside, Ore.; W71AB, Southeastern Ohio Tv System, Coshocton, Ohio; W80AA, Southeastern Ohio Tv System, Cambridge, Ohio; K71AG, K74AJ, K77AH, South Lane Tv Inc., Cottage Grove, Ore.; W74AC, Springfield Tv Bcstg. Corp., Claremont, N.H.; K71AF, Surprise Valley Tv Club, Cedarville, Calif.; K72AZ, K74AK, K78AD, Tv Improvement Assn., Ukiah, Calif.; K72AU, Truckee River Civic Tv Inc., Verdi, Nev.; K80AB, UHF Tv Assn., Tucumcari, N.M.; K70AZ, K83AG, UHF-Tv for Gallup Assn., Gallup, N.M.; W73AA, W79AB, W83AA, Upper Lehigh Translator Service Corp., Palmerton, Slatedale and Slatington, Pa.; K70BH, K76AN, Valley Translator System, Quitaque and Turkey, Tex.; K71AO, Wallowa Valley Tv Assn. Inc., Wallowa Valley, Ore.; K72AK, Yosemite Park and Curry Co., Yosemite National Park, Calif.

TELEVISION

The Principal TASO Findings on



June PROCEEDINGS *presents an exclusive report of world-wide significance*

IRE is proud to present, in June 1960 Special Issue of PROCEEDINGS, the findings of a team of 271 engineers who for 2½ years conducted studies of world-wide significance for the future of television. The *Television Allocations Study Organization* — formed by the TV industry in 1956 at the FCC's request — has exhaustively analyzed the engineering factors underlying allocation of frequencies for VHF and UHF television broadcasting.

As the number of television services grows, a better use of TV channels becomes increasingly important. TASO engineers first drew up specifications for measuring TV field strengths; then sifted data on field strengths of VHF and UHF. They have discovered reasons for hitherto unexplained deviations, and have also sought to establish a relation between field strength and picture quality.

How good are directional TV transmitting antennas? The results of extensive field tests are analyzed. To what extent do interfering signals and noise affect picture quality? How accurately can one predict an interfering field? These and other questions are answered.

So important are the TASO findings that IRE has allocated 120 pages to them. If you are not already an IRE member, we suggest you send in the coupon below to reserve a copy, for the June 1960 PROCEEDINGS will surely remain the definitive work on VHF and UHF TV for many years to come.

List of contents:

BE SURE YOU READ THESE ARTICLES!

"Television Allocations Problems" by E. W. Allen, Federal Communications Commission

"The Television Allocations Study Organization"—a Summary of its Objectives. Organization and Accomplishments" by George R. Town, exec. dir. of TASO; Iowa State University

"Measurement of Television Field Strengths in the VHF and UHF Bands" by H. T. Head, A. D. Ring and Associates; and Ogden L. Prestholdt, CBS-TV

"Forecasting Television Service Fields" by Alfred H. LaGrone, University of Texas

"Influence of Trees on Television Field Strengths at Ultra-High Frequencies" by H. T. Head

"Tropospheric Fields and their Long-Term Variability as reported by TASO" by Philip L. Rice, National Bureau of Standards

"Picture Quality—Procedures for Evaluating Subjective Effects of Interference" by G. L. Fredendall and W. L. Behrend, RCA Labs.

"Measurement of the Subjective Effects of Interference in Television Reception" by Charles E. Dean, Hazeltine Research Corp.

"Studies of Correlation between Picture Quality and Field Strength in the United States" by C. M. Braun and W. L. Hughes, Iowa State University

"Relative Performance of Receiving Equipment as reported by TV Servicemen" by Holmes W. Taylor, Burroughs Corp.

"VHF and UHF Television Receiving Equipment" by William O. Swinyard, Hazeltine Research Corp.

"Findings of TASO Panel I on Television Transmitting Equipment" by H. G. Towlson of General Electric Co. and J. E. Young, RCA

"Determining the Operational Patterns of Directional TV Antennas" by F. G. Kear, of Kear and Kennedy, and S. W. Kershner, of A. D. Ring and Assoc.

"Sound-to-Picture Power Ratio" by Knox McIlwain, Burroughs Corp.

"Presentation of Coverage Information" by D. C. Livingston, Sylvania Electric Products, Inc.

"The Television System from the Allocation Engineering Point of View" by Robert M. Bowie, Sylvania Research Labs.

THE INSTITUTE OF RADIO ENGINEERS
1 East 79th Street · New York 21, N. Y.

REMEMBERS THE MAN

☐ Enclosed is $3.00.

☐ Enclosed is company purchase order for the June, 1960 issue on Television.

All IRE members will receive this June issue as usual. Extra copies to members, $1.25 each (only one to a member).

Name.....

Company.....

Address.....

City & State.....

OUR RESPECTS TO . . .

Charles Fredric Rabell

Fm is becoming a third air advertising medium, with astute advertisers setting up special fm budgets, distinct from and in addition to the sums allocated for advertising on am radio and television, according to Fred Rabell, president of the National Assn. of Fm Broadcasters.

"Fm may be a minority medium for a number of years yet, in the sense of competing for mass audience with am or tv," he says, "but it is already gaining recognition as an unduplicated medium whose high qualitative audience and low cost-per-thousand entitle it to a wider acceptance by buyers than it has received to date.

"For a long time, fm stood for 'frustrated medium.' Now fm can mean 'for money' to the station operator. More than half of the NAFMB member stations—and we've over 100 members—are operating in the black today."

Fm Formula ■ One of those prospering fm properties is KITT (FM) San Diego, co-owned by Fred and his wife Dorothy. The Rabells operate KITT with a small staff, handling much of the sales and programming themselves, even to working regular stints at the microphone. The result is a net income larger than when they operated an am station as well, Fred says. "Now we don't have to maintain a big staff of salesmen, nor an extensive—and expensive—news operation. And with the type of advertiser who is acceptable to us—and vice versa—we've practically eliminated credit losses."

The secret of KITT's success is twofold, Fred explains. One part is stated by the station's slogan: "Fm means familiar music." The other comes from a slide-rule analysis of the San Diego population that enables KITT to program enough of their own kind of familiar music to attract listeners from each ethnic group, yet not so much as to drive away other listeners with a different kind of familiar music in their backgrounds.

"We offer an escape for our listeners," Fred explains. "They're escaping from what they don't like on am and tv and we try to give them what they do like on fm. This policy has paid off. We get listed along with am stations, and ahead of a number of them, in the regular Pulse and Hooper surveys of San Diego listening. We're sold out in the evening, when time is sold in 10-minute segments, and we're doing all right in the daytime when we sell spots."

In and out ■ A pioneer in fm, perhaps the first to start multiplexing home programming with a background music service, Fred Rabell was also one of the first to make a profit from fm. That was in 1951. He did it by selling his station to the city of San Diego, which ran a highway through the place where the transmitting tower had been. Three years later, when the hi-fi craze hit Southern California, the Rabells again went into fm and, in 1957 when they sold their am station, KSON, they kept KSON-FM, changing the call to KITT. It is now completely automated and is completely converted to multiplexing, although the Rabells have sold the background music service, "putting us back full-time into broadcasting, where we belong."

It was more than 30 years ago that Charles Fredric Rabell first found that he belonged in broadcasting. A native New Yorker (born Feb. 14, 1909), he was assistant advertising manager of a Wall Street brokerage firm and in line of duty he prepared and broadcast an investment counsellor program. The program was shortlived, but his romance with radio had just begun. When he met John H. Perry Sr., who was trying to match his string of southern newspapers with radio stations, Fred needed no urging to go along. Starting at WCOA Pensacola, Fla., he moved to Panama City, Fla., where he put WDLP on the air, and then to WJHP Jacksonville, Fla.

He might be there yet, if World War II hadn't come along and turned him into Lt. (j.g) Rabell, USN. As flight deck officer of the *U.S.S. Santee* he participated in the ETO invasions from Africa on up; as commander of a unit of LSTs he island-hopped in the Pacific. He was in Tokyo for the Japanese surrender and three days later was on his way home, discharged with the rank of lieutenant commander.

NAFMB's RABELL
Fm means 'for money'

Carolina to California ■ A group of businessmen in Asheville, N. C., where Fred had a summer home, had a permit for a radio station, third in the market, but needed a manager. Fred bought an interest, took the job, put in a formula of half local, half network (ABC) programming ("which I got from L. B. Wilson") and was so successful that the group sold the station (WNCA) a year later. Dr. John Ward Studebaker, then U.S. commissioner of education, had a grant for San Diego and, like the Asheville group, needed someone with experience to get it going. Again Fred was the man and in July 1947 KSON went on the air with 250 watts and a music and news format. Fred had a minority interest. So had Dorothy (nee Ferguson), who had sold her newspaper holdings joining KSON as office and promotion manager.

By 1951, when Fred and Dorothy were married and had bought out Dr. Studebaker to become full owners of KSON, it was one of the country's three 250-watters with top ratings in their markets. High-powered competition eventually altered this happy situation and in 1957 they sold KSON, taking KXOC Chico, Calif., as part payment. They kept KSON-FM, which had gone on the air in 1954, and Fred commuted between San Diego and Chico for six months before deciding to sell KXOC and concentrate on building the fm property. Today he's sure it's the wisest decision he ever made.

The Rabells live in a modern, mostly glass house on Point Loma, overlooking the Pacific, with their animal kingdom: two cats (an aristocratic Siamese and a Mexican alley cat), an African parrot, a French poodle and a baby dachshund. Flying is their major hobby. They are both pilots and think nothing of running up to San Francisco for an evening of theatre or down to Mexico for a day of tropical sunshine. They also own a cabin cruiser, which could easily get to be another major hobby, but "who'd run the station?"

Fred has two sons by a previous marriage: Jack Howard Rabell, who is chief engineer at KSON (AM) and Richard Watson Rabell, an engineer at Convair. In addition to being president of NAFMB, he is a member of the fm committee of NAB and of the Fm Broadcasters Assn. of Southern California. He also belongs to the Symphony Assn., Opera Guild and Fine Arts Society, all of San Diego.

The vital media

THE critics of broadcasting will have to rise to new heights of distortion and bias if they try to find fault with television's and radio's approach to the monumental task of covering the hypertensive international developments of the past two weeks.

The magnitude of the events was matched, in its way, by the magnificence of the job done by both broadcast media in reporting them to the American people. From the shambles of the Summit in Paris through the critical, if somewhat less hysterical, debate in the United Nations Security Council, the radio and tv networks almost literally stopped at nothing in their efforts to keep the public quickly and fully informed.

Direct and taped reports from Paris were inserted as they arrived, great chunks of the UN debate were carried live, special background and interpretive programs were hurriedly put together and scheduled, regular programming was interrupted and commercial time pre-empted as necessary to keep pace with the march of events.

The worst that the critics can say is that this is no more than broadcasting should have done. Perhaps so. Certainly this is the sort of job that television and radio can do best. When news is breaking, no other media can come close to them in reporting it directly and instantly.

IT IS NOT alone a technological phenomenon that radio and television excel other media in the presentation of news. The gadgetry of broadcasting would be of no advantage if it were not put to use by air journalists of skill and ingenuity.

As a special survey of the NAB has found, the professional quality of broadcast news and broadcast newsmen has substantially improved in recent years. The survey, which is reported in detail elsewhere in this issue, showed that since 1953 there has been an emphatic trend toward more and better news broadcasting at stations of all sizes in all kinds of communities.

This is a trend that must be encouraged by the ownership and management of radio and tv. News is a vital ingredient in a democracy that can work only if its people are informed. The media that provide the most assistance in the process of informing the people are the media that must deserve the most gratitude and the most support from the public—and its elected government.

FCC's own Gestapo

THE time has come for Congress to blow the whistle on the FCC. Without regard to the Constitution or the Communications Act, the FCC is heading straight down the road to program censorship.

While the FCC loudly disclaims any such intention, events prove otherwise. Chairman Fred W. Ford, who has been leading a charmed life since he assumed the helm March 15, lowered the boom last week. He asked the Senate Appropriations Subcommittee handling independent offices for $300,000 in new money to underwrite the FCC's own private police force.

This is the boldest attempt in 33 years of regulation to control program content. Mr. Ford said so, perhaps unwittingly, in seeking to justify an innovation that out-deals the New Deal in its wildest flights.

Congress can snuff out this overt effort to censor by simply denying the FCC the money it requests.

As radio and television have grown in importance, the FCC and even some of the crusading members of Congress have gradually lost sight of the original intent of regulation in broadcasting. The FCC was created, as was its predecessor Federal Radio Commission, to devise orderly allocations in radio, lest there be intolerable electrical interference. That was the "traffic cop" function. A field force has been maintained to monitor *technical* operations, and to make certain that *technical* regulations were observed.

But the Communications Act, and indeed the Constitution itself, forbids the FCC to tamper with program content. The police power can operate only against broadcasts that are explicitly prohibited by law—the broadcast of obscenities, for example, or of lotteries, or false and misleading advertising.

For the FCC to try to exert influence beyond the limits already defined by law is to put the agency in the business of censorship.

Broadcasters themselves have left the censorship door ajar. They yielded on the "promise versus performance" thesis of the FCC at the recent hearings on programming. The FCC now has moved a 10-ton Black Maria through that crack, in the form of its new Gestapo.

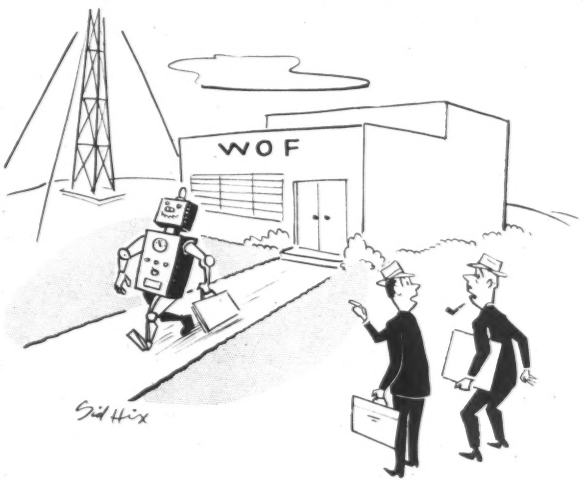
The FCC says it is receiving 120 to 150 complaints weekly on "broadcast matters," but it does not describe the nature or believability of the complaints. Weighed against the total population, the ratio of complainers to total audience is roughly one to a million. The incidence of nuts in our society is higher than that.

Only two members of the Senate subcommittee sat last Tuesday when Chairman Ford made his $300,000 pitch. Neither was misled. Chairman Magnuson (D-Wash.) expressed misgivings about a "police" organization. Sen. Allott (R-Colo.) said broadcasting was entitled "to the same freedom as newspapers."

Several weeks will elapse before the Senate subcommittee acts on the FCC appropriation. Broadcasters owe it to themselves and their audiences to get their story to the committee and to their senators and congressmen.

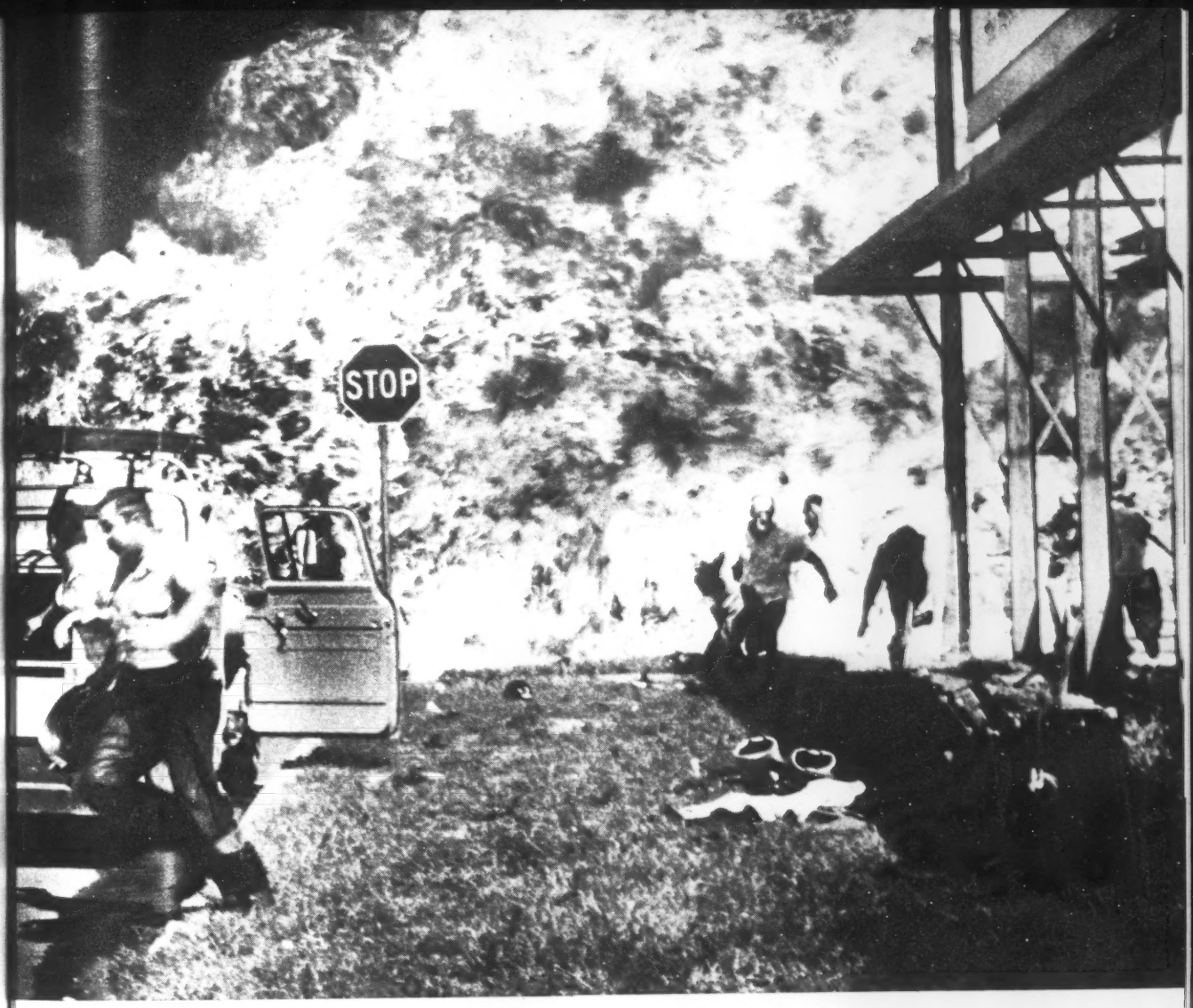
Broadcasters for months have been operating under a difficult way of regulatory life. They live in fear of what will next emanate from Washington. Advertisers and agencies are in a daze over the Federal Trade Commission onslaughts. Both the FCC and the FTC have been goaded by fast-talking legislators and they have all but panicked, presumably to save their own skins.

Congress should tell the FCC, through swift denial of its sneak $300,000 fund, that it won't condone a programming Gestapo which, any way you look at it, spells censorship.



Drawn for BROADCASTING by Sid Hix

"That's their salesman. . . . They're 100% automated!"



You've Seen This Picture Before . . .

It was carried by practically all major newspapers after Kansas City's tragic gasoline fire last summer, which injured more than 100 firemen, 6 fatally.

The epilogue: Last week WDAF News photographer Charles Campbell was awarded 1st prize, Spot News category (see cut), in recognition of his inspired camera work (and pure courage) for "Wall of Fire".

Charlie is one good example of the 15 full-time journalists who make WDAF the top news station in Mid-America.

News Photographer Campbell and award which reads: "The 17th Annual News Picture of the Year Competition. In recognition of excellence in photo journalism presents Charles Campbell, WDAF-TV, First Prize, Spot News, 1959. National Photographers Association, School of Journalism, University of Missouri, Encyclopedia Britannica.

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